Exhibit A-12

MarketCast

FANDOM COMMERCECAST ™

Future Brand – American Airlines Brand Recognition

QUANTITATIVE
RESEARCH JUNE 2023

AA-SKP-00059957

App'x 0496

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App'x 0497

Project Design.

Background & Objectives

After a significant investment into their brand, American Airlines would like to gauge recognition and recall of their brand as a whole as well as across several key elements:

- **Understand** how the American Airlines brand has been seeded into public awareness, specifically exploring the rate of recall of the brand and its loyalty offerings.

- **Unpack** the recognizability of American Airlines' logo, livery, AAdvantage, Admirals Club, Flagship, and premium offers and further dive into whether these can serve as brand cues on their own.

- **Provide actionable guidance** for American Airlines, both in the US and abroad, on how the brand is performing and the cues required for the brand to be recognized.

Quantitative Methodology

- Quantitative, web-based 20-minute survey conducted by MarketCast

- Respondents are 18-65 years of age and have taken a flight in the past 2 years, or plan to take a flight in the next 12 months. Gender, age and region are weighted to be approximately proportional within 7 countries and native languages were used for each country.

- Readable base sizes are used for analysis among Travel Enthusiasts and AA status members. Stat testing at 90% CI throughout. Segment differences are shown where appropriate.

Overall sample sizes by country are shown below:

SAMPLE TYPE	SAMPLE SIZE
US	n=2,950
UK	n=2,000
AU	n=2,000
JP	n=2,000
MX	n=2,000
BR	n=2,000
CO	n=2,000
TOTAL	n=14,950

Approach

- An experimental design was used to rotate sets of stimulus to a split sample for American to evaluate the flight symbol only, American with flight symbol, and American Airlines with flight symbol.

- Brand lists were evaluated as appropriate to each country.

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AA-SKP-00059959

App'x 0498

Executive Summary.

Competitive AA Brand Statement

American Airlines (AA) commands **strong brand recognition and brand statement** domestically and internationally, particularly in Mexico, Brazil, and Colombia, but it trails Delta and Southwest in preference among U.S. customers.

Full Name Enhances Recognition

The addition of the brand name "American" to logos and livery **significantly enhances recognition** across all markets, indicating that including the **name is a critical brand cue.**

AAdvantage Excels, Premium Offers Lag

AAdvantage exhibits high engagement, particularly among **elite members** in the U.S., and competes favorably with rival loyalty programs such as SkyMiles and MileagePlus. However, recognition of AA's premium offerings like Flagship and Admirals Club is **relatively low**.

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AA-SKP-00059960

App'x 0499

Assessing Awareness of and Engagement with American Airlines and its Frequent Flyer and Loyalty Member Offerings

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App'x 0500

In the US, AA is competitive against its domestic competitors in both overall metrics and conversion down the funnel, tied for first with Delta.

COMPETITIVE LANDSCAPE — US DOMESTIC BRAND FUNNELS
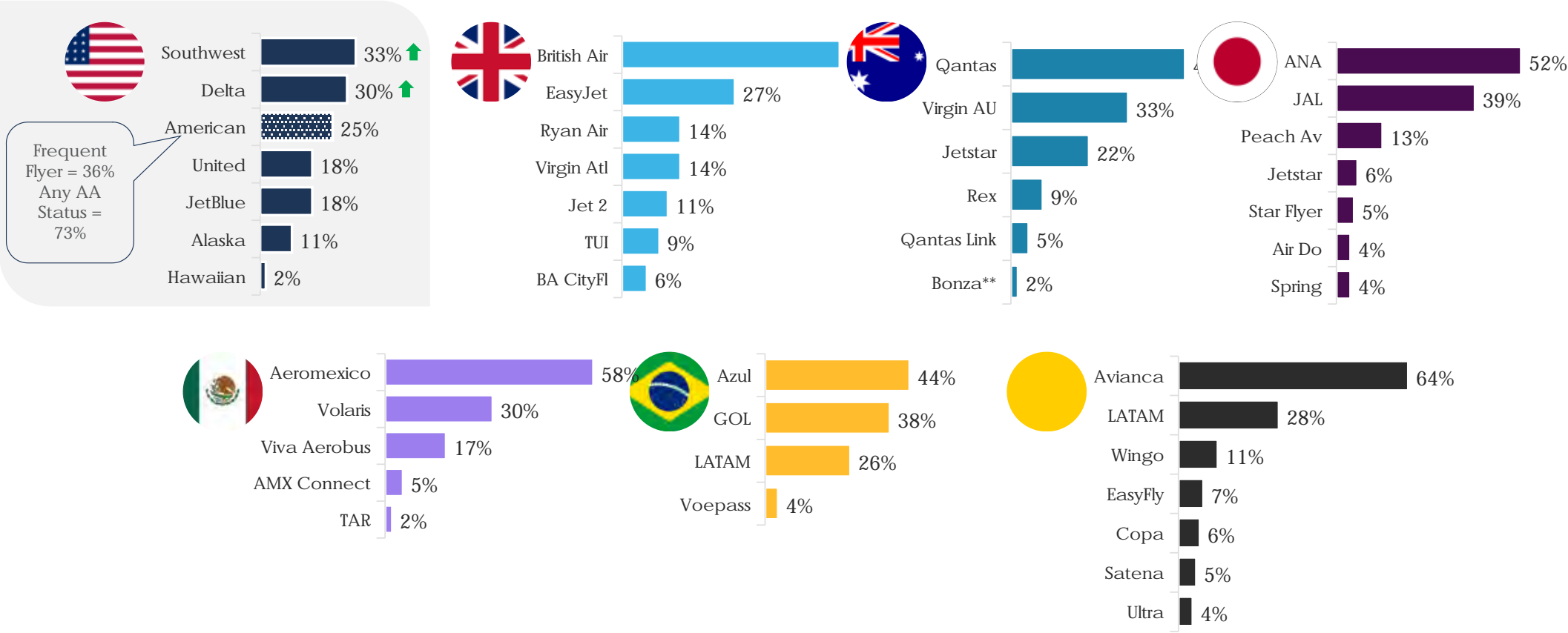
Among all – projected to total US market
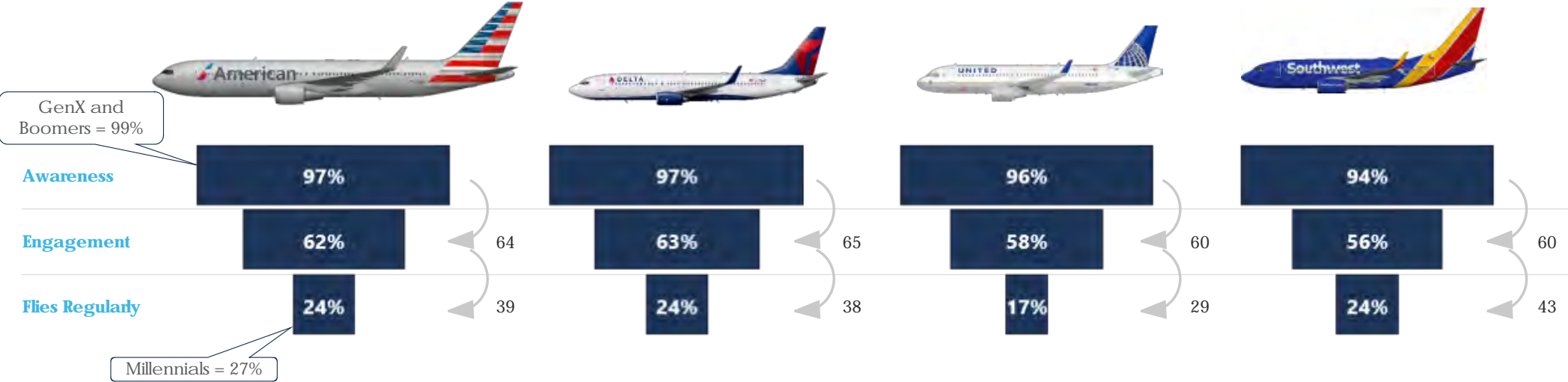
GenX and Boomers = 99%

	American	Delta	United	Southwest
Awareness	97%	97%	96%	94%
Engagement	62%	63%	58%	56%
Flies Regularly	24%	24%	17%	24%

(conversion Awareness→Engagement) 64 / 65 / 60 / 60

(conversion Engagement→Flies Regularly) 39 / 38 / 29 / 43

Millennials = 27%

Engagement = have flown with this airline
Flies regularly = flies with airline regularly or most often

AirlineAwareDom. Which, if any, of the following airlines are you aware of that fly domestically?
DomAirlineFreq. How often do you fly with each of the following airlines when travelling within the US?
AirlineAwareDom base: n=2950. DomAirlineFreq rebased to total; actual # of respondents asked: AA n=2103. Delta n=2110. United n=2089. Southwest n=2059.

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AA-SKP-00059962

App'x 0501

Among regular flyers, Delta and Southwest lead preference in the United States.
Leading airlines in each country have higher preference than American.

DOMESTIC BRAND PREFERENCE

United States
Southwest	33% ⬆
Delta	30% ⬆
American	25%
United	18%
JetBlue	18%
Alaska	11%
Hawaiian	2%

Frequent Flyer = 36% Any AA Status = 73%

United Kingdom
British Air	
EasyJet	27%
Ryan Air	14%
Virgin Atl	14%
Jet 2	11%
TUI	9%
BA CityFl	6%

Australia
Qantas	
Virgin AU	33%
Jetstar	22%
Rex	9%
Qantas Link	5%
Bonza**	2%

Japan
ANA	52%
JAL	39%
Peach Av	13%
Jetstar	6%
Star Flyer	5%
Air Do	4%
Spring	4%

Mexico
Aeromexico	58%
Volaris	30%
Viva Aerobus	17%
AMX Connect	5%
TAR	2%

Brazil
Azul	44%
GOL	38%
LATAM	26%
Voepass	4%

Colombia
Avianca	64%
LATAM	28%
Wingo	11%
EasyFly	7%
Copa	6%
Satena	5%
Ultra	4%

⬆ Higher than American Airlines (US)

DomAirlinePref. Of the airlines you have flown, which one is your most preferred airline when travelling within [country name]? (among aware and regular flyers)
Base: Varies by airline by country. AA base, US n=816. Min-Max range for each country: US n=539-1854; UK n=156-487; AU n=80-1762; JP n=117-1762; MX n=148-688; BR n=166-2116; CO n=214-2166
**Small bases noted. Airlines not shown have very low base sizes.

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Across countries, while there is high awareness of AA as an international carrier, it commands only modest engagement, with most regular flyers in the US, Mexico and Brazil.

Almost half of those engaged with AA internationally also chose AA most often or regularly.
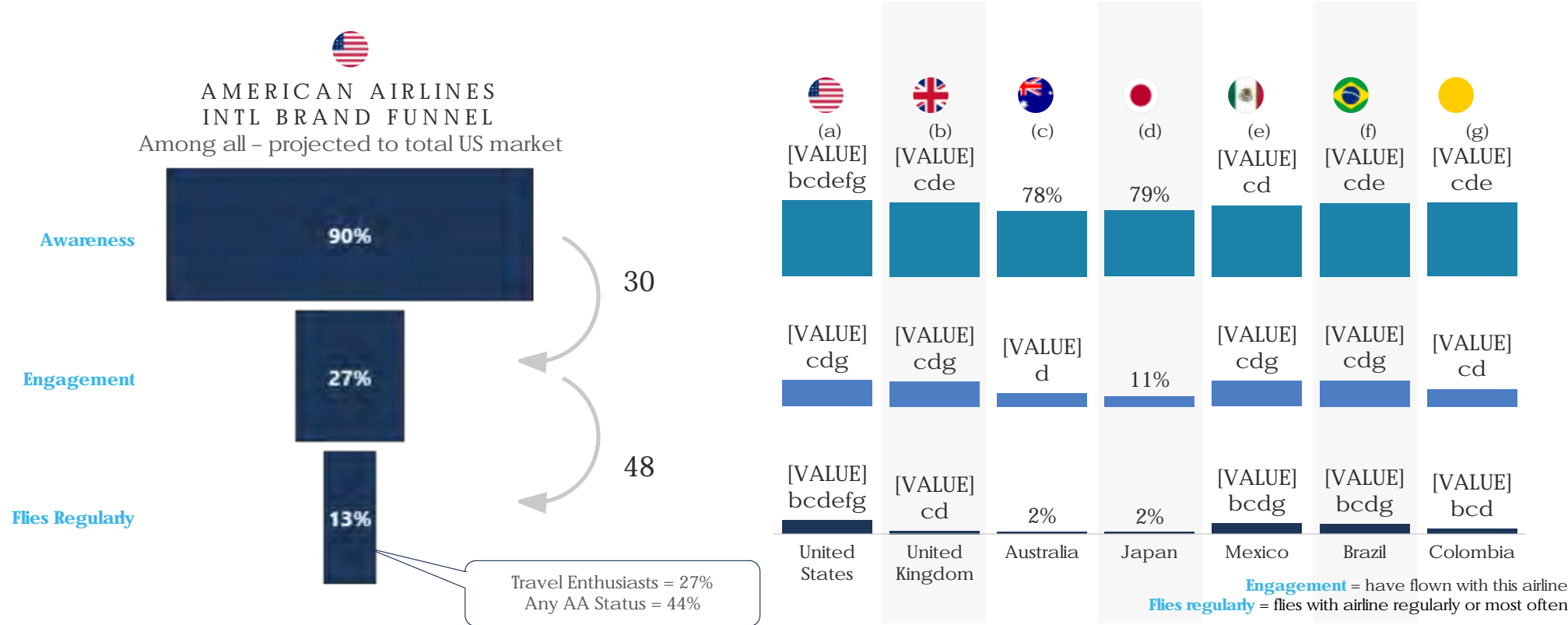
AMERICAN AIRLINES
INTL BRAND FUNNEL
Among all – projected to total US market

	Awareness	Engagement	Flies Regularly
	90%	27%	13%

30

48

Travel Enthusiasts = 27%
Any AA Status = 44%

	United States (a)	United Kingdom (b)	Australia (c)	Japan (d)	Mexico (e)	Brazil (f)	Colombia (g)
Awareness	[VALUE] bcdefg	[VALUE] cde	78%	79%	[VALUE] cd	[VALUE] cde	[VALUE] cde
Engagement	[VALUE] cdg	[VALUE] cdg	[VALUE] d	11%	[VALUE] cdg	[VALUE] cdg	[VALUE] cd
Flies regularly	[VALUE] bcdefg	[VALUE] cd	2%	2%	[VALUE] bcdg	[VALUE] bcdg	[VALUE] bcd

Engagement = have flown with this airline
Flies regularly = flies with airline regularly or most often

AirlineAwareIntl. Which, if any, of the following airlines are you aware of that fly internationally? (among all)
IntlAirlineFreq. How often do you fly with each of the following airlines when travelling internationally? (among all)
AirlineAwareIntl base: United States n=2950, United Kingdom n=2000, Australia n=2001, Mexico n=2000, Japan n=2000, Brazil n=2000, Colombia n=2000
IntlAirlineFreq rebased to total; actual # of respondents asked: United States n=889, United Kingdom n=1265, Australia n=598, Japan n=376, Mexico n=647, Brazil n=713, Colombia n=532

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AA-SKP-00059964

App'x 0503

American Airlines and Delta are similar in international preference in the US.
American is in the top two of preferred airlines for MX, BR and CO.

INTERNATIONAL BRAND PREFERENCE
(SHOWING TOP 8 PREFERRED)

US

Airline	%
Delta	38%
American	35%
United	28%
Virgin Atl	15%
Lufthansa	13%
ANA	12%
KLM	10%
Qantas	9%

Any AA Status = 59%

UK

Airline	%
British Air	
Virgin Atl	36%
Lufthansa	16%
KLM	15%
American	8%
Air France	6%
Delta	5%
United	5%

AU

Airline	%
Qantas	79%
ANZ	24%
United	11%
American	8%
Air Canada	7%
Delta	6%
Hawaiian	4%

JP

Airline	%
ANA	46%
JAL	44%
Delta	9%
United	9%
Thai Aw	6%
American	5%
Hawaiian	3%
Air Canada	1%

MX

Airline	%
Aeromexico	45%
American	26%
Volaris	16%
Delta	13%
United	10%
Iberia	8%
Copa	7%
Air Canada	6%

BR

Airline	%
American	27%
LATAM	27%
Azul	17%
GOL	15%
Air France	13%
TAP Air	11%
KLM	10%
Air Canada	9%

CO

Airline	%
Avianca	38%
American	33%
Iberia	19%
LATAM	17%
Copa	16%
Delta	8%
United	7%
GOL**	6%

IntlAirlinePref. Of the airlines you have flown, which one is your most preferred airline when travelling internationally? (among aware and regular flyers)
Base: Varies for each airline in each country. *Small bases noted. Airlines not shown have very low base sizes.
AA base sizes: US n=776; UK n=513; AU n=264; JP n=222; MX n=530; BR n=544; CO n=385.
Min-Max range for each country: US n=133-776; UK n=401-757; AU n=174-642; JP n=135-434; MX n=148-688; BR n=187-685; CO n=118-536

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AA-SKP-00059965

App'x 0504

Positive sentiment for American Airlines is strong in the US, almost double the Australia and Japan respondent feelings.

MX, BR and CO provide very higher ratings. Caveat: it is typical for those countries to rate all things more positively in surveys than other countries.

AMERICAN AIRLINES SENTIMENT
%Somewhat or Very Positive
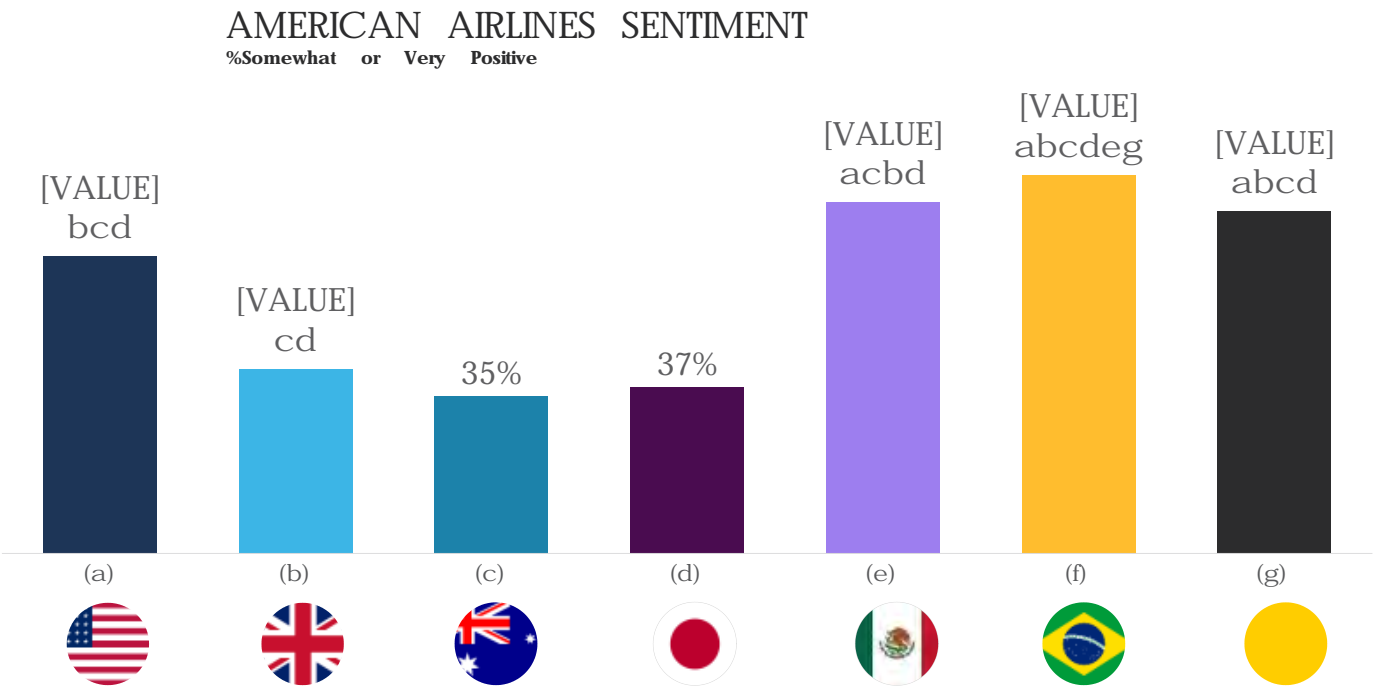
HIGHER SEGMENTS

Any AA Status	94%
Travel Enthusiast	81%
Millennials	65%
GenZ	63%
Males	62%

AASentiment. How do you generally feel about American Airlines overall? (among asked)
Base size: United States n=2899, United Kingdom n=1756, Australia n=1572, Japan n=1516, Mexico n=1699, Brazil n=1755, Colombia n=1784

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AA-SKP-00059966

App'x 0505

One-fourth of US flyers are AAdvantage members, and nearly half of those members report Elite Status.

AADVANTAGE STATUS, US
% among all

Boomers = 38%
Travel Enth. =36%
GenX = 30%

AAdvantage Member

26%

46

Travel Enth. = 22%
Males = 14%
Boomers = 13%
Millennials = 13%
GenX = 12%

AAdvantage Elite Status

12%

4%	3%	2%	1%
AAdvantage Gold®	**AAdvantage Platinum®**	**AAdvantage Platinum Pro®**	**AAdvantage Executive Platinum®**
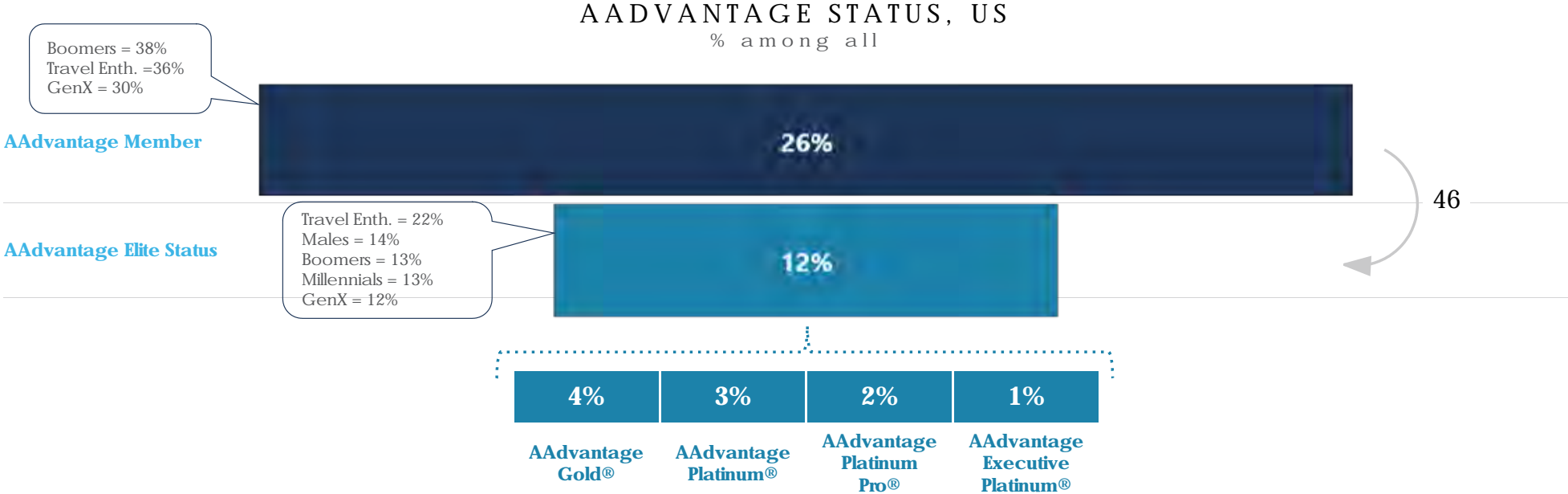
Some do not recall their Elite Status level

LoyaltyMember. Which, if any, of the following airline loyalty rewards programs are you an active member of? (among all)
EliteStatus. Of the airline loyalty rewards programs you are an active member of, which, if any, do you have elite status in? (among all)
AAdvantageStatus. You told us you have elite status in American Airlines loyalty rewards program. Please select which of the following statements applies to you. (among all)
LoyaltyMember rebased to total; actual # of respondents asked: US base n=1737. EliteStatus rebased to total; actual # of respondents asked: US base n=778.
AAdvantageStatus rebased to total; actual # of respondents asked: US base n=324.

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AA-SKP-00059967

App'x 0506

Compared to other airline loyalty programs in the US, AAdvantage has the highest concentration of members with elite status.

COMPETITIVE LANDSCAPE — US DOMESTIC LOYALTY PROGRAM FUNNELS

Among all – projected to total US market

	American Airlines AAdvantage	Delta SkyMiles	United MileagePlus	Southwest Rapid Rewards
Member	26%	28%	20%	24%
Elite Status	12%	10%	7%	7%
	46	36	35	29
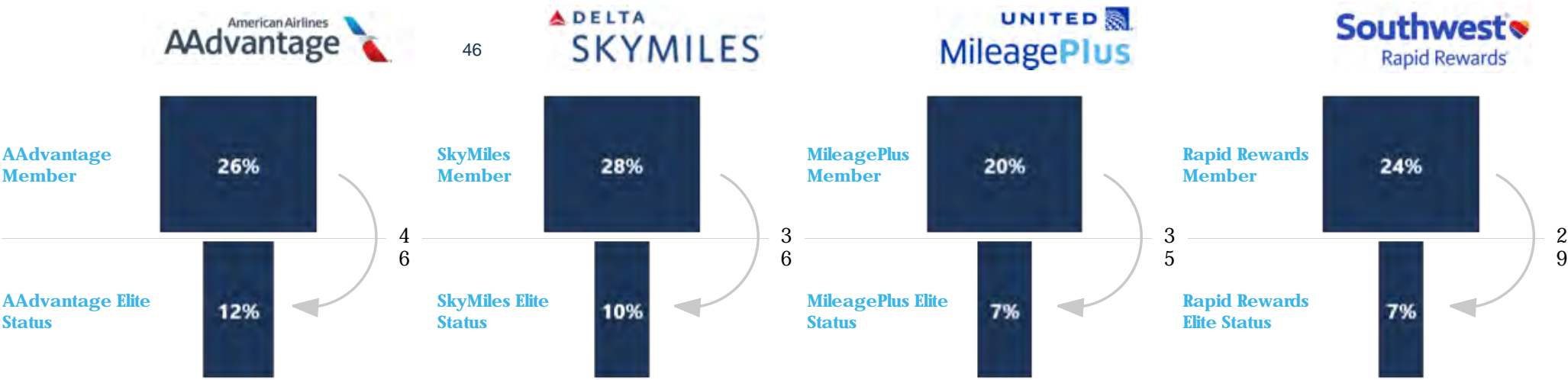
Elite Status = AAdvantage (Gold® & above); SkyMiles (Silver Medallion & above); MileagePlus (Premier Silver & above); Rapid Rewards (A-List & above)

LoyaltyMember. Which, if any, of the following airline loyalty rewards programs are you an active member of? (among all)
EliteStatus. Of the airline loyalty rewards programs you are an active member of, which, if any, do you have elite status in? (among all)
LoyaltyMember rebased to total; actual # of respondents asked: n=1737. EliteStatus rebased to total; actual # of respondents asked: n=778.
AAdvantageStatus rebased to total; actual # of respondents asked: n=324

12

AA-SKP-00059968

App'x 0507

SkyMiles leads loyalty preference in the US, followed by AAdvantage and Rapid Rewards.

LOYALTY PREFERENCE

United States
GenZ = 63% Any AA Status = 78%

Program	%
Southwest Airlines Rapid Rewards	59% ↑
American Airlines AAdvantage	53%
Delta Airlines SkyMiles	52%
JetBlue TrueBlue	46%
United Airlines MileagePlus	41%
Alaska Airlines Mileage Plan	37%

United Kingdom

Program	%
BA Executive Club	85%
VA Flying Club	50%
AF/KLM Flying Blue	38%
Delta SkyMiles**	36%
AA AAdvantage**	35%
Luft. Miles & More**	28%
UA MileagePlus**	15%

Australia

Program	%
Qantas Frequent Flyer	78%
	54%
AA AAdvantage**	29%
	22%
ANZ Airpoints**	21%
	14%

Japan

Program	%
Mileage Club	72%
JAL Mileage Bank	64%
UA MileagePlus	41%
AA AAdvantage**	19%
Delta SkyMiles**	18%

Mexico

Program	%
AMX Club Premier	85%
Volaris V Club	56%
AA AAdvantage	36%
Copa Connect Miles**	34%
Delta SkyMiles**	27%
UA MileagePlus**	21%
JetBlue TrueBlue**	14%
SWA Rapid Rewards**	13%

Brazil

Program	%
AZU Flying Azul	60%
GOL Smiles	55%
LATAM Pass	42%
AA AAdvantage	36%
UA MileagePlus**	13%
Delta SkyMiles**	12%
Copa Connect Miles**	7%

Colombia

Program	%
Avianca Lifemiles	
LATAM Pass	55%
Copa Connect Miles**	36%
AA AAdvantage*	29%

↑ Higher than American Airlines (US)

LoyaltyPref. Of all the airline loyalty reward programs you are a member of, which one is your most preferred program? (among airline loyalty members)
Base: Varies by airline by country. AAdvantage base sizes: US n=778; UK n=66; AU n=42; JP n=43; MX n=158; BR n=204; CO n=88
Min-Max range for each country: US n=67-823; UK n=46-499; AU n=28-820; JP n=20-497; MX n=30-684; BR n=49-775; CO n=11-619
**Small base size. Airlines not shown have very low base sizes.

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AA-SKP-00059969

App'x 0508
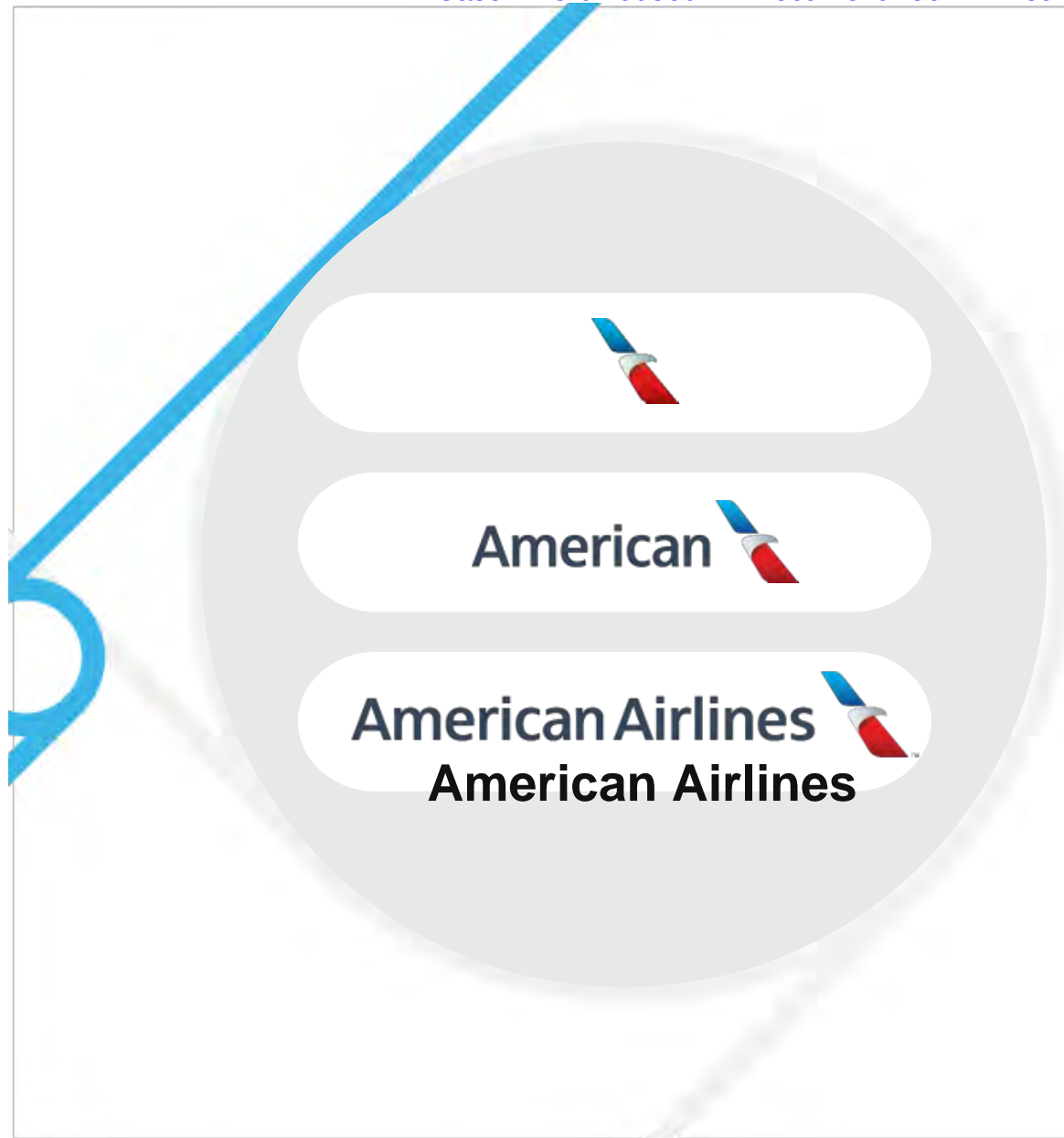
Assessing the Saliency of the AA Logo With and Without Explicit Brand Cues and Labels

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App'x 0509

Adding "American" to the logo has the most impact on stated recognition; doubling, tripling or more the logo recognition alone. "Airlines" also adds to recognition in countries other than the United States.
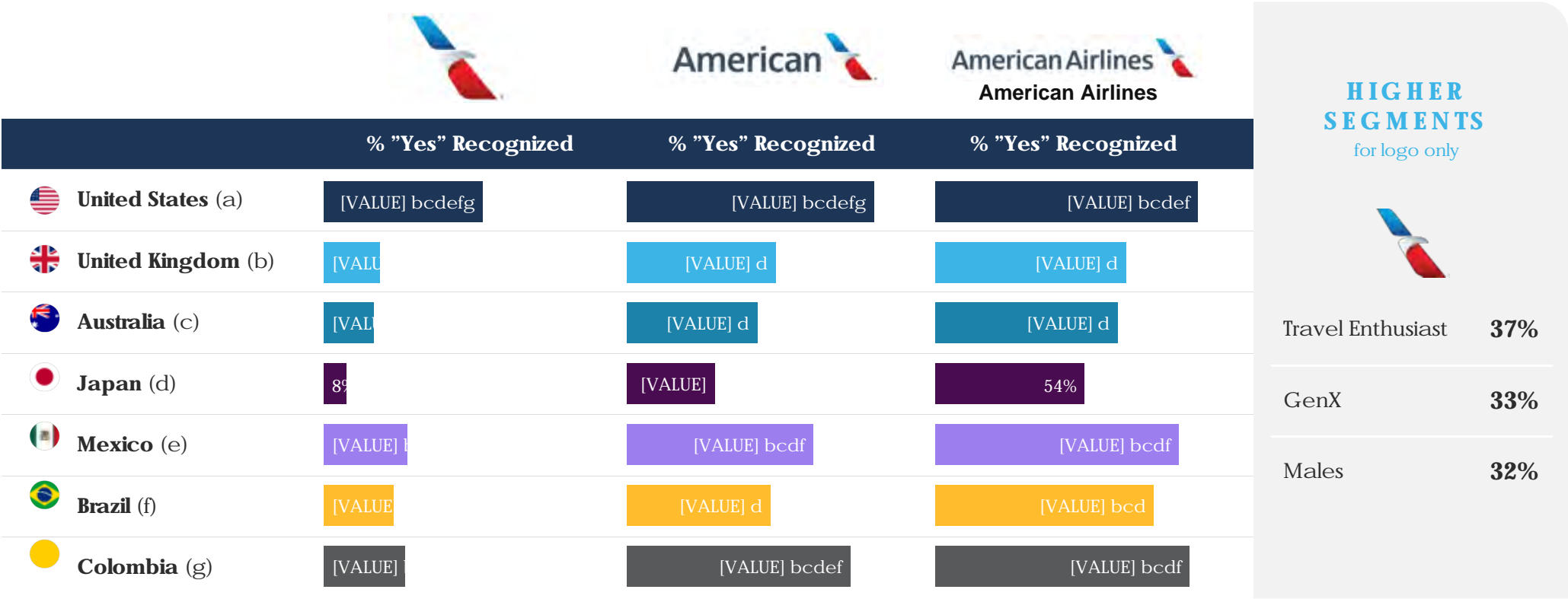
	% "Yes" Recognized (logo)	% "Yes" Recognized (American)	% "Yes" Recognized (American Airlines)
United States (a)	[VALUE] bcdefg	[VALUE] bcdefg	[VALUE] bcdef
United Kingdom (b)	[VALU	[VALUE] d	[VALUE] d
Australia (c)	[VAL	[VALUE] d	[VALUE] d
Japan (d)	8%	[VALUE]	54%
Mexico (e)	[VALUE] b	[VALUE] bcdf	[VALUE] bcdf
Brazil (f)	[VALUE	[VALUE] d	[VALUE] bcd
Colombia (g)	[VALUE]	[VALUE] bcdef	[VALUE] bcdf

HIGHER SEGMENTS
for logo only

Travel Enthusiast	37%
GenX	33%
Males	32%

In survey, respondents were shown <u>only one</u> of the images
LogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes) (among asked)
Bases vary by image shown.
Base: United States n ~ 246, United Kingdom n ~ 169, Australia n ~ 167, Japan n ~ 167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

15

AA-SKP-00059971

App'x 0510

Correct brand statement of American Airlines increases as words are added to the logo.

In general, and particularly in countries with lower recognition, there is a high % of general aviation/airplane/flight comments instead of actual brands. For the logo alone, mentions of British Airways and Air France are prevalent in other countries.
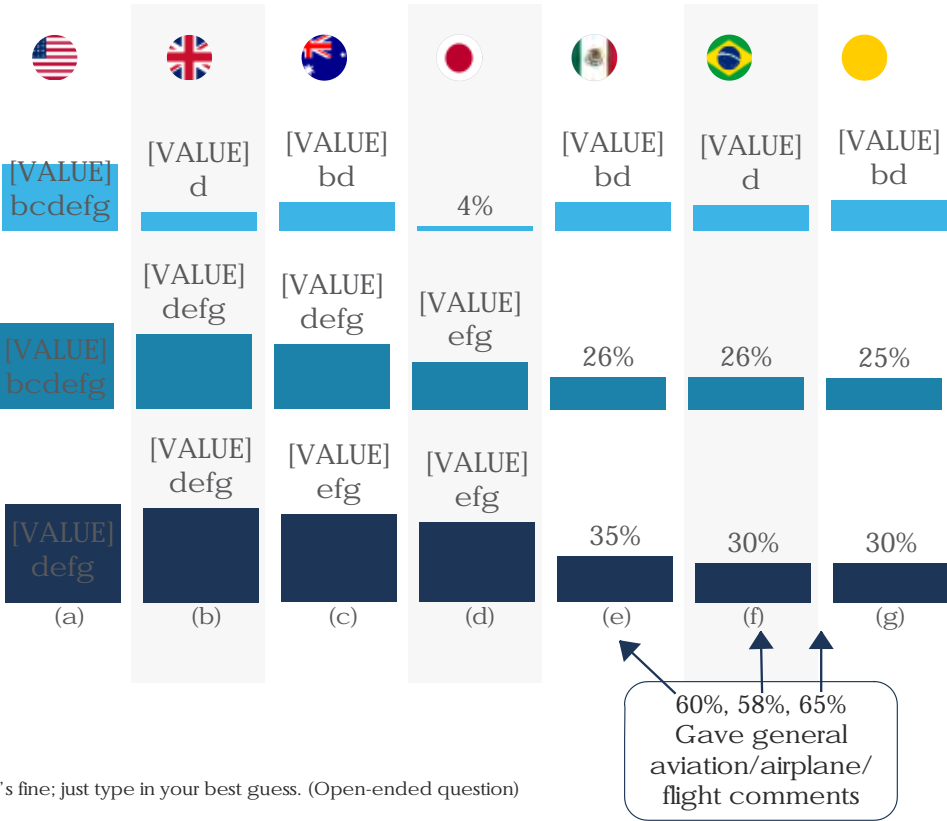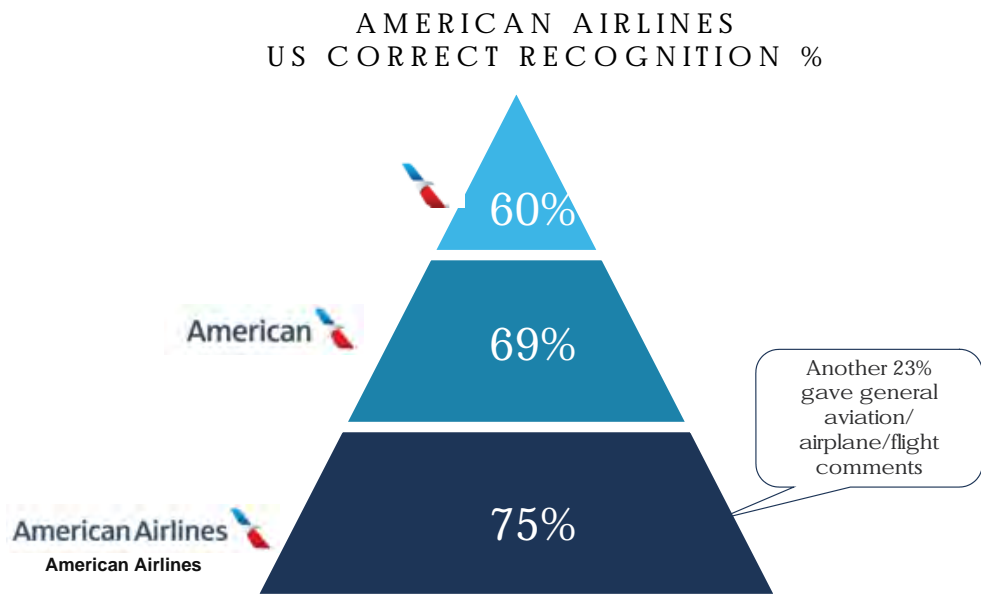
AMERICAN AIRLINES
US CORRECT RECOGNITION %

60%

American — 69%

American Airlines — 75%

American Airlines

Another 23% gave general aviation/airplane/flight comments

	🇺🇸	🇬🇧	🇦🇺	🇯🇵	🇲🇽	🇧🇷	🟡
top	[VALUE] bcdefg	[VALUE] d	[VALUE] bd	4%	[VALUE] bd	[VALUE] d	[VALUE] bd
mid	[VALUE] bcdefg	[VALUE] defg	[VALUE] defg	[VALUE] efg	26%	26%	25%
bot	[VALUE] defg	[VALUE] defg	[VALUE] efg	[VALUE] efg	35%	30%	30%
	(a)	(b)	(c)	(d)	(e)	(f)	(g)

60%, 58%, 65% Gave general aviation/airplane/flight comments

In survey, respondents were shown <u>only one</u> of the images per brand
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Bases vary by image shown.
Base: United States n ~ 246, United Kingdom n ~ 169, Australia n ~ 167, Japan n ~ 167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

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AA-SKP-00059972

App'x 0511

As more words are added, fewer wrong answers are given, but more category/industry answers are given instead of re-typing the brand respondents see.

This is true in all brand categories.

		American	American Airlines
American Airlines / AA	[VALUE]	69%	[VALUE]
Aviation / Flights / Flying / Airplane	9%	21%	23%
United Airlines	6%	0%	0%
America	4%	5%	1%
Delta	[VALUE]	[VALUE]	[VALUE]
Other	9%	1%	1%
Don't Know / Don't Remember	[VALUE]	[VALUE]	[VALUE]

In survey, respondents were shown only one of the images per brand
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Bases vary by image shown.
Base: US only - Logo Only n=246, Logo + Name n=246, Logo + full name n=246

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AA-SKP-00059973

App'x 0512

The majority think they have heard of American Airlines, and more than three-fourths of aware respondents match the logo correctly, except the United Kingdom and Australia.

HIGHER SEGMENTS

% Previously Heard

Travel Enthusiast	**96%**
GenX	**94%**
Millennials	**93%**

% Correct Match

Males	**80%**
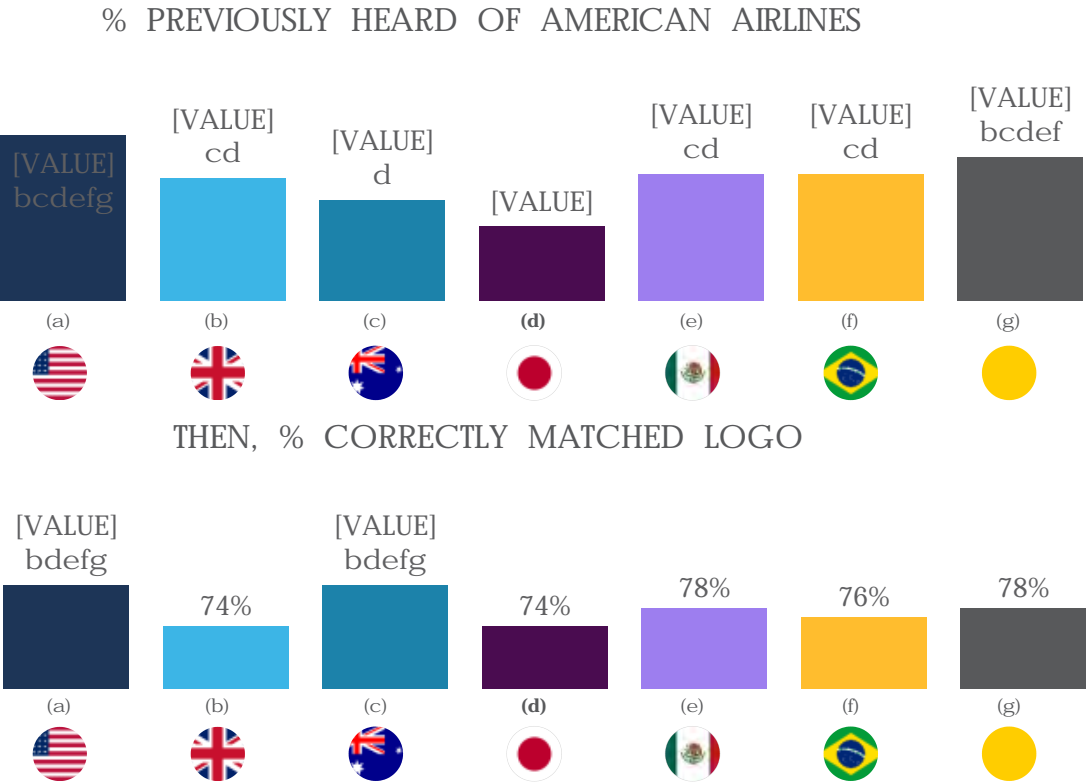
% PREVIOUSLY HEARD OF AMERICAN AIRLINES

[VALUE] bcdefg (a) — United States
[VALUE] cd (b) — United Kingdom
[VALUE] d (c) — Australia
[VALUE] (d) — Japan
[VALUE] cd (e) — Mexico
[VALUE] cd (f) — Brazil
[VALUE] bcdef (g) — Colombia

THEN, % CORRECTLY MATCHED LOGO

[VALUE] bdefg (a) — United States
74% (b) — United Kingdom
[VALUE] bdefg (c) — Australia
74% (d) — Japan
78% (e) — Mexico
76% (f) — Brazil
78% (g) — Colombia

BrandAware. Which, if any, of the following brands/companies have you heard of before today? (among asked)
BrandAttrib. Is this logo connected to any of the brands/companies in the following list? (among asked)
BrandAware Base: United States n = 738, United Kingdom n = 503, Australia n = 500, Japan n = 499, Mexico n = 501, Brazil n = 500, Colombia n = 498
BrandAttrib Base: United States n = 725, United Kingdom n = 440, Australia n = 414, Japan n = 374, Mexico n = 446, Brazil n = 452, Colombia n = 471

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AA-SKP-00059974

App'x 0513

In the US, awareness of American Airlines is competitive with other major brands and airlines. Correct attribution of American trails Delta.
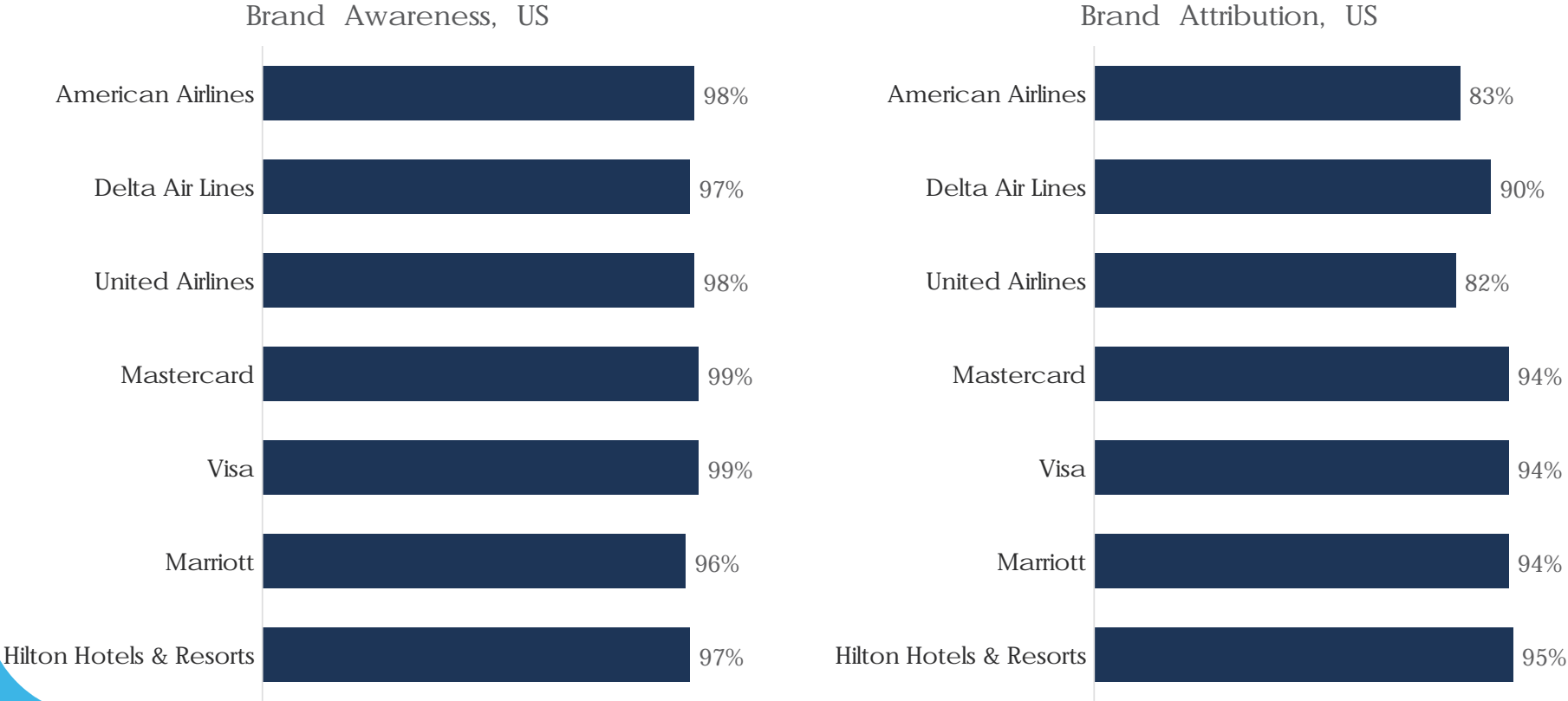
Brand Awareness, US

Brand	Awareness
American Airlines	98%
Delta Air Lines	97%
United Airlines	98%
Mastercard	99%
Visa	99%
Marriott	96%
Hilton Hotels & Resorts	97%

Brand Attribution, US

Brand	Attribution
American Airlines	83%
Delta Air Lines	90%
United Airlines	82%
Mastercard	94%
Visa	94%
Marriott	94%
Hilton Hotels & Resorts	95%

BrandAware. Which, if any, of the following brands/companies have you heard of before today? (among asked)
BrandAttrib. Is this logo connected to any of the brands/companies in the following list? (among asked)
BrandAware Base: United States n = 738, United Kingdom n = 503, Australia n = 500, Japan n = 499, Mexico n = 501, Brazil n = 500, Colombia n = 498
BrandAttrib Base: United States n = 725, United Kingdom n = 440, Australia n = 414, Japan n = 374, Mexico n = 446, Brazil n = 452, Colombia n = 471

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AA-SKP-00059975

App'x 0514

The American Airlines logo is more appealing to those in the US, Mexico, Brazil and Colombia. While those in Japan do not have a strong affinity with the logo, the majority do find it to be unique.

HIGHER SEGMENTS

Affinity

Gold AA Status	88%
Platinum AA Status	87%
Any AA Status	87%
Travel Enth.	81%
Millennials	69%
Males	67%
GenX	65%

Unique

Platinum AA Status	88%
Gold AA Status	81%
Travel Enthusiasts	77%
GenX	76%
Males	76%
Millennials	75%

AFFINITY WITH AMERICAN AIRLINES LOGO
(%somewhat or really like it)

[VALUE] bcd (a)	[VALUE] d (b)	[VALUE] d (c)	40% (d)	[VALUE] abcdg (e)	[VALUE] abcdg (f)	[VALUE] bcd (g)

UNIQUENESS OF AMERICAN AIRLINES LOGO
(% somewhat or very different)

[VALUE] bc (a)	54% (b)	[VALUE] b (c)	[VALUE] bc (d)	[VALUE] abcdg (e)	[VALUE] abcdg (f)	[VALUE] bc (g)

AALogoAffinity. How much do you like or dislike the American Airlines logo? (among all)
AALogoUnique. How unique does the American Airlines logo feel compared to other logos you've seen? (among all)
Base: United States n = 2950, United Kingdom n = 2000, Australia n = 2001, Japan n = 2000, Mexico n = 2000, Brazil n = 2000, Colombia n = 2000

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AA-SKP-00059976

App'x 0515

Assessing the Level of Recognition of the AA Tail

21

App'x 0516

American, Delta and United Airlines tails are most recognized in the US.

	AA tail logo	Delta Tail logo	United tail logo
United States (a)	[VALUE] bcdefg	[VALUE] bcdefg	[VALUE] bcdefg
United Kingdom (b)	[VALUE] cc	12%	11%
Australia (c)	18%	9%	10%
Japan (d)	14%	[VALU	12%
Mexico (e)	[VALUE] bcd	[VALUE] bc	[VALUE] bc
Brazil (f)	[VALUE] bcdh	[VALUE] b	[VALUE]
Colombia (g)	[VALUE] cd	[VALUE	[VALUE

TailRecog. Do you recognize this design?
Base: United States n = 738, United Kingdom n = 501, Australia n = 500, Japan n = 501, Mexico n = 501, Brazil n = 500, Colombia n = 501

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AA-SKP-00059978

App'x 0517

Brand statement for the three US-based airlines' tails is higher in the US, with the American Airlines tail most widely recognized.

	AA tail logo	Delta Tail logo	United tail logo
United States (a)	[VALUE] bcdefg	[VALUE] bcdefg	[VALUE] bcdef
United Kingdom (b)	[VALUE] cdefg	[VALU	11%
Australia (c)	41%	12%	11%
Japan (d)	36%	[VALU	10%
Mexico (e)	[VALUE] d	[VALUE] b	[VALUE] bcdf
Brazil (f)	[VALUE] cd	[VALU	12%
Colombia (g)	[VALUE] d	[VALU	[VALU] bcdf

OETailAttrib. What brand/company do you think this design is for? If you're not certain, that's fine: just type in your best guess. (Open-ended question)
Base: United States n = 738, United Kingdom n = 501, Australia n = 500, Japan n = 501, Mexico n = 501, Brazil n = 500, Colombia n = 501

23

AA-SKP-00059979

App'x 0518

American Airlines' tail awareness is strongest in the US and United Kingdom, with connection of the tail design to American Airlines being lower than recognition overall.
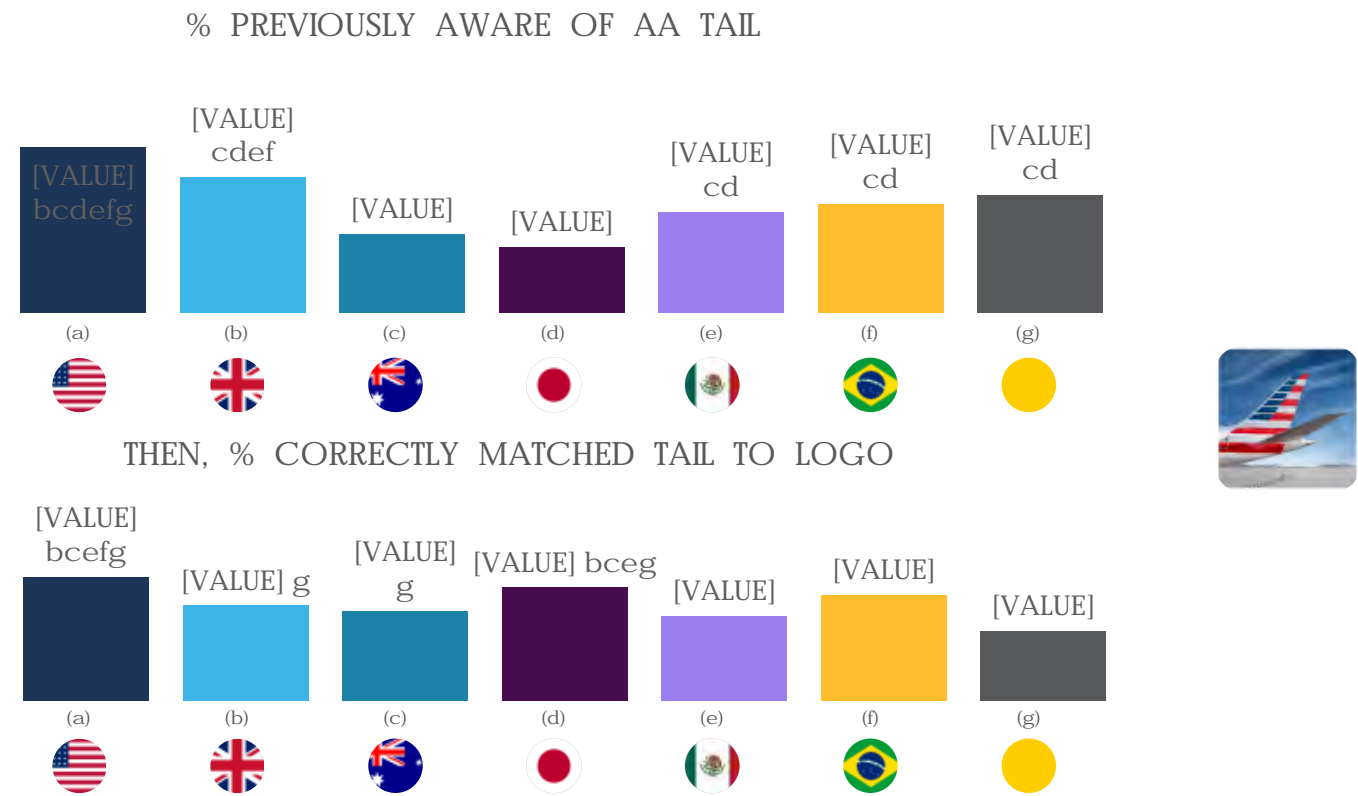
% PREVIOUSLY AWARE OF AA TAIL

[VALUE]
bcdefg
(a)

[VALUE]
cdef
(b)

[VALUE]
(c)

[VALUE]
(d)

[VALUE]
cd
(e)

[VALUE]
cd
(f)

[VALUE]
cd
(g)

THEN, % CORRECTLY MATCHED TAIL TO LOGO

[VALUE]
bcefg
(a)

[VALUE] g
(b)

[VALUE]
g
(c)

[VALUE] bceg
(d)

[VALUE]
(e)

[VALUE]
(f)

[VALUE]
(g)

AirlineAwareTail. Which, if any, of the following airlines are you aware of? (among asked)
AirlineAttrib. Is this design connected to any of the airlines in the following list? (among asked)
Base: United States n = 738, United Kingdom n = 501, Australia n = 500, Japan n = 501, Mexico n = 501, Brazil n = 500, Colombia n = 501

CONFIDENTIAL

24

In the US, American Airlines has among the highest tail awareness of all airlines and higher tail attribution than Delta or United.
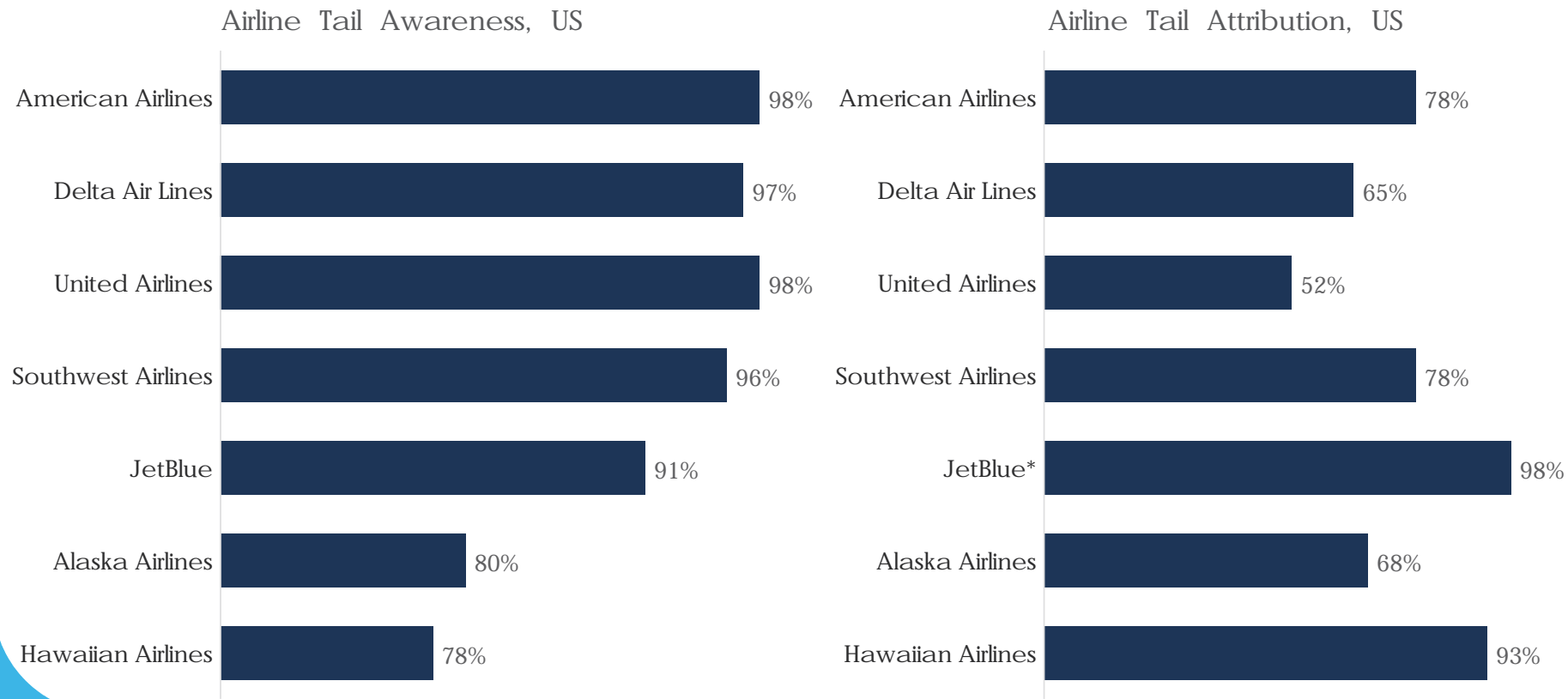
Airline Tail Awareness, US

Airline	
American Airlines	98%
Delta Air Lines	97%
United Airlines	98%
Southwest Airlines	96%
JetBlue	91%
Alaska Airlines	80%
Hawaiian Airlines	78%

Airline Tail Attribution, US

Airline	
American Airlines	78%
Delta Air Lines	65%
United Airlines	52%
Southwest Airlines	78%
JetBlue*	98%
Alaska Airlines	68%
Hawaiian Airlines	93%

AirlineAwareTail. Which, if any, of the following airlines are you aware of? (among asked)
AirlineAttrib. Is this design connected to any of the airlines in the following list? (among asked)
AirlineAwareTail base: United States n = 738, United Kingdom n = 501, Australia n = 500, Japan n = 501, Mexico n = 501, Brazil n = 500, Colombia n = 501
AirlineAttrib base: United States n ~ 723, United Kingdom n ~ 457, Australia n ~ 392, Japan n ~ 369, Mexico n ~ 425, Brazil n ~ 426, Colombia n ~ 447

AA-SKP-00059981

App'x 0520

Though most express affinity for the American Airlines tail, it is considered to be more unique than it is liked.

HIGHER SEGMENTS

Affinity

Any AA Status	80%
Travel Enth.	74%
Males	67%
Millennials	63%
Gen X	62%
Boomers	60%

Unique

Travel Enth.	83%
Boomers	83%
Gen X	81%
Millennials	79%
Male	77%

AFFINITY WITH AMERICAN AIRLINES TAIL
(%somewhat or really like it)

[VALUE] bcd (a)
[VALUE] cd (b)
[VALUE] d (c)
44% (d)
[VALUE] bcd (e)
[VALUE] abcdeg (f)
[VALUE] bcd (g)

UNIQUENESS OF AMERICAN AIRLINES TAIL
(%somewhat or really like it)

[VALUE] bcdegh (a)
70% (b)
[VALUE] b (c)
[VALUE] abcefgh (d)
[VALUE] b (e)
[VALUE] abcegh (f)
[VALUE] b (g)
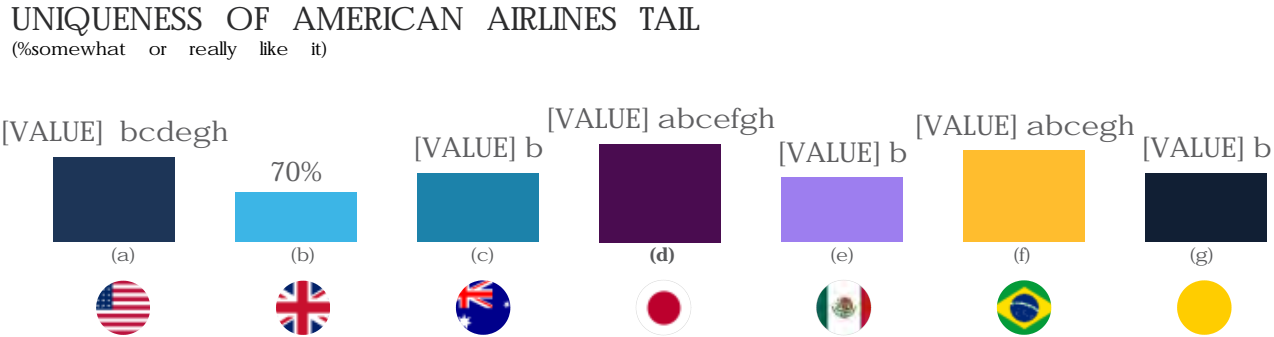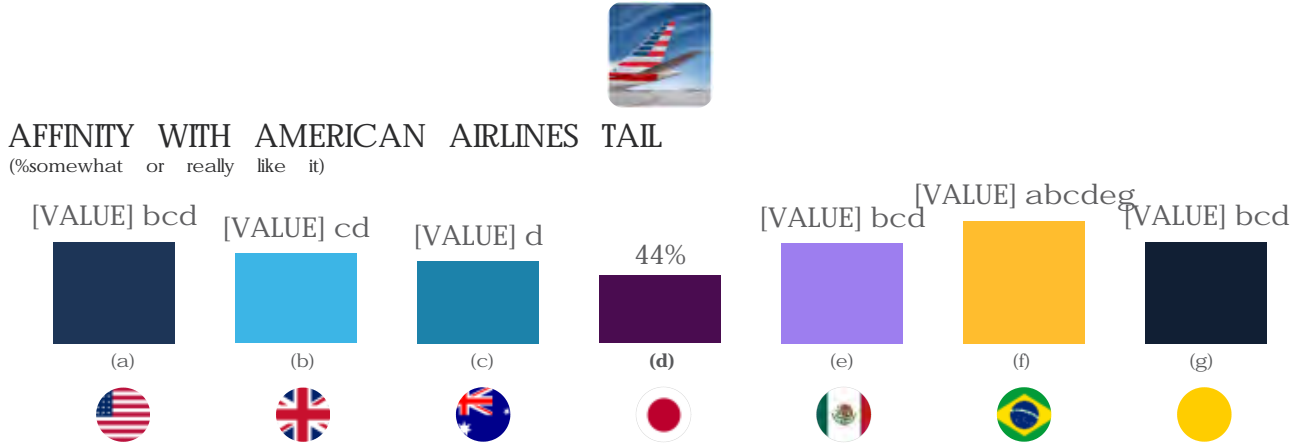
AATailAffinity. How much do you like or dislike the American Airlines tail design? (among all)
AATailUnique. How unique does the American Airlines tail design feel compared to other airplane tail designs you've seen? (among all)
Base: United States n = 2950, United Kingdom n = 2000, Australia n = 2001, Japan n = 2000, Mexico n = 2000, Brazil n = 2000, Colombia n = 2000

26

AA-SKP-00059982

App'x 0521

Across all countries, a majority of respondents ranked the reference to the American Flag among their top two reasons for finding the eagle head and tail to be distinct.

	Red, White and Blue Color Palette				The Stripe Pattern				The Eagle Head				Reference to American Flag			
United States	27%	32%	26%	14%	15%	22%	31%	31%	21%	19%	20%	40%	37%	26%	22%	15%
United Kingdom	22%	32%	27%	19%	19%	25%	34%	22%	20%	17%	17%	46%	39%	26%	22%	14%
Australia	24%	33%	29%	14%	19%	27%	31%	23%	19%	15%	16%	49%	38%	25%	23%	14%
Japan	23%	41%	28%	8%	17%	26%	45%	12%	7%	9%	12%	73%	54%	24%	16%	7%
Mexico	21%	33%	29%	17%	16%	23%	30%	32%	30%	21%	18%	31%	34%	23%	23%	20%
Brazil	19%	31%	32%	18%	14%	22%	31%	32%	22%	20%	20%	38%	44%	27%	17%	12%
Colombia	22%	29%	30%	19%	16%	24%	30%	29%	27%	22%	18%	33%	35%	24%	22%	19%

■ Ranked#1   ■ Ranked#2   ■ Ranked#3   ■ Not Ranked

AADesignRank. What do you believe are the most memorable components of the American Airlines logo and exterior design? (among all)
Here we want to understand what is distinctive about the American Airlines logo and design compared to the logos and designs of other airlines you know, regardless of if you like or dislike the components.
Base: United States n = 2950, United Kingdom n = 2000, Australia n = 2001, Japan n = 2000, Mexico n = 2000, Brazil n = 2000, Colombia n = 2000

27

AA-SKP-00059983
App'x 0522

Understanding the Level of Brand Statement of AAdvantage and American Airlines' Loyalty Offerings

28

App'x 0523

Adding "American Airlines" to the AAdvantage logo sees the greatest boost in recognition linking the program to American Airlines in Mexico, Brazil, and Colombia.
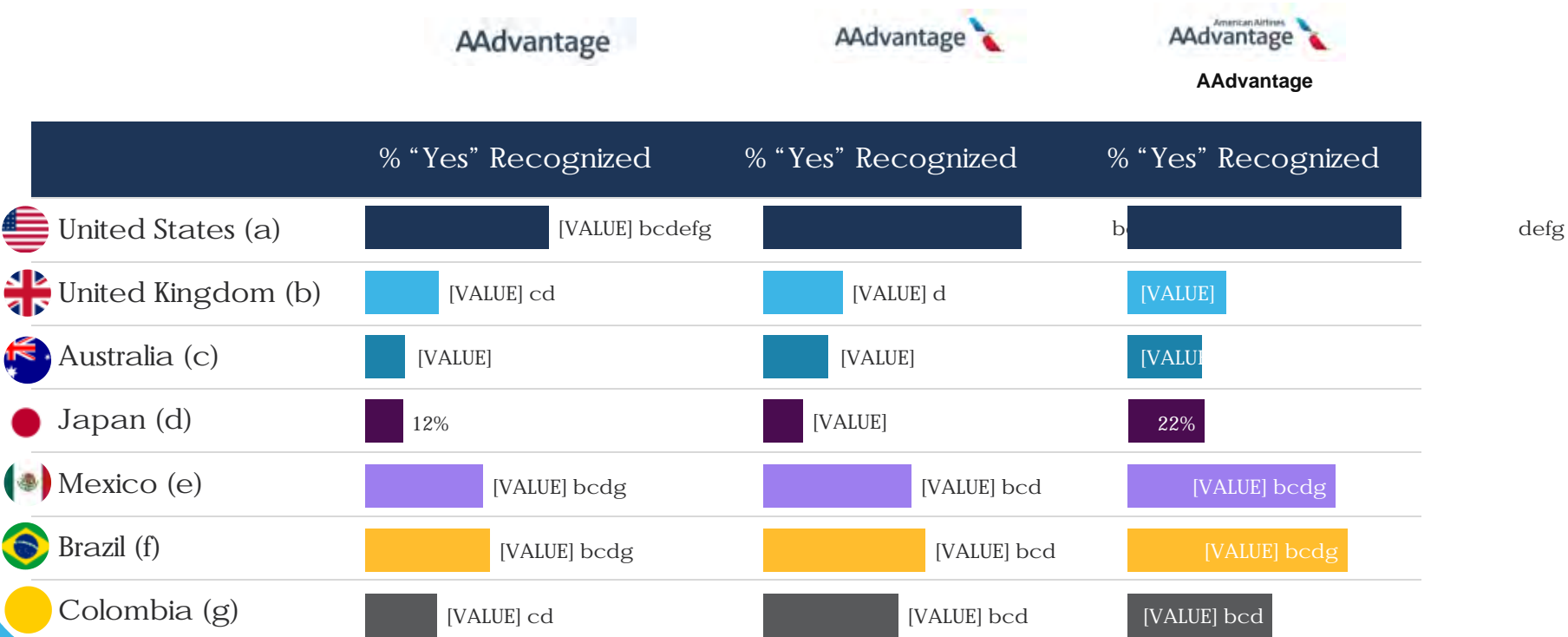
	AAdvantage	AAdvantage	American Airlines AAdvantage
	% "Yes" Recognized	% "Yes" Recognized	% "Yes" Recognized
United States (a)	[VALUE] bcdefg		b... defg
United Kingdom (b)	[VALUE] cd	[VALUE] d	[VALUE]
Australia (c)	[VALUE]	[VALUE]	[VALUE]
Japan (d)	12%	[VALUE]	22%
Mexico (e)	[VALUE] bcdg	[VALUE] bcd	[VALUE] bcdg
Brazil (f)	[VALUE] bcdg	[VALUE] bcd	[VALUE] bcdg
Colombia (g)	[VALUE] cd	[VALUE] bcd	[VALUE] bcd

In survey, respondents were shown <u>only one</u> of the images
LoyaltyLogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes) (among asked)
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164
Bases vary by Loyalty Program and Country

29

AA-SKP-00059985

App'x 0524

Correct brand statement linking AAdvantage to American Airlines increases as the flight symbol and brand name are added to the logo, with the brand name providing the highest boost across countries.
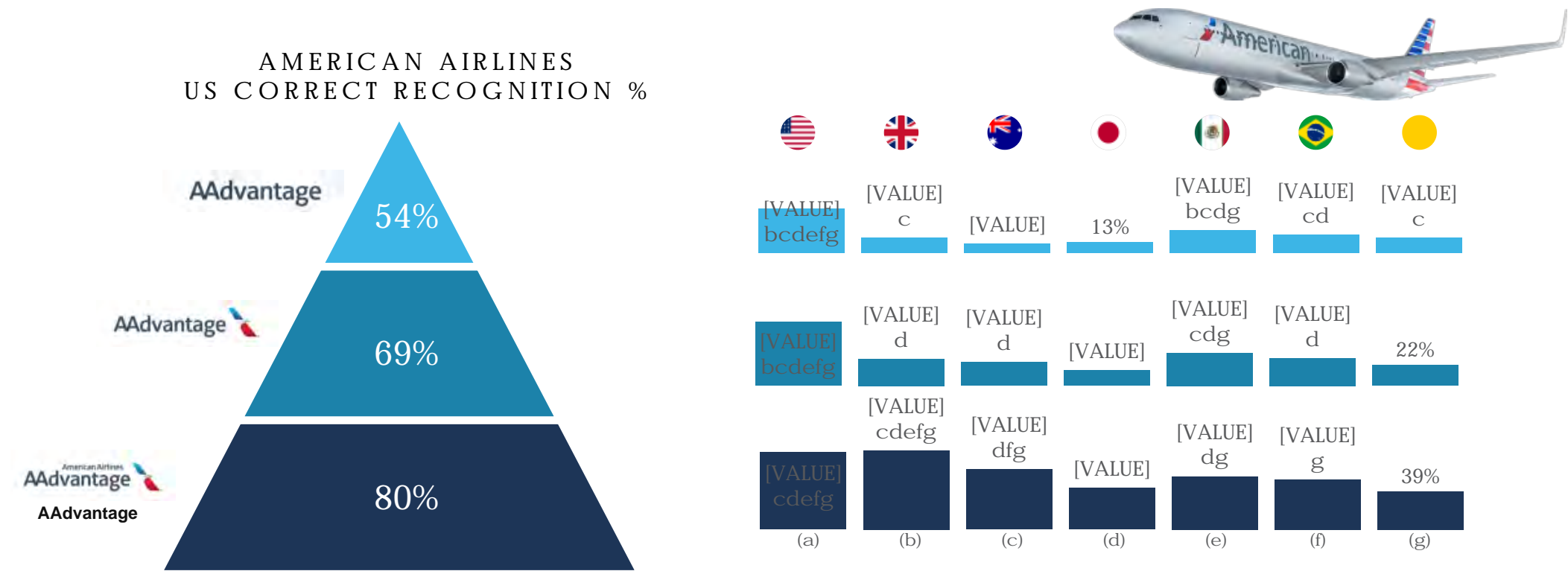
AMERICAN AIRLINES
US CORRECT RECOGNITION %

AAdvantage — 54%

AAdvantage — 69%

AAdvantage (American Airlines) — 80%

	(a)	(b)	(c)	(d)	(e)	(f)	(g)
Top row	[VALUE] bcdefg	[VALUE] c	[VALUE]	13%	[VALUE] bcdg	[VALUE] cd	[VALUE] c
Middle row	[VALUE] bcdefg	[VALUE] d	[VALUE] d	[VALUE]	[VALUE] cdg	[VALUE] d	22%
Bottom row	[VALUE] cdefg	[VALUE] cdefg	[VALUE] dfg	[VALUE]	[VALUE] dg	[VALUE] g	39%

In survey, respondents were shown only one of the images
OELoyaltyAttrib. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question) (among asked)
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164
Bases vary by Loyalty Program and Country

30

AA-SKP-00059986

App'x 0525

AAdvantage is competitive with SkyMiles as words and logos are added to the program and leads MileagePlus across most countries.

% CORRECT STATEMENT OF LOYALTY PROGRAM TO BRAND, COMPARING MAJOR PROGRAMS

	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	54% bcdefg	19% c	12%	13%	28% bcdg	22% cd	19% c
SKYMILES	59% bcdefg	15% c	6%	13% c	20% c	17% c	13% c
MileagePlus	30% bcdefg	17% cg	6%	15% cg	19% cg	14% cg	5%
AAdvantage	69% bcdefg	29% d	26% d	17%	36% cdg	30% d	22%
SKYMILES	66% bcdefg	11%	13%	15%	22% bc	24% bcdg	15%
MileagePlus	47% bcdefg	8%	12%	11%	15% bg	17% bg	8%
AAdvantage	80% cdefg	81% cdefg	62% dfg	43%	55% dg	51% g	39%
SkyMiles	85% cdefg	79% defg	73% defg	55% g	50% g	46%	36%
MileagePlus	78% bcdefg	68% defg	60% defg	47% g	38% g	42% g	22%

In survey, respondents were shown only one of the images per brand
OELoyaltyAttrib. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164
Bases vary by Loyalty Program and Country

31

AA-SKP-00059987

App'x 0526

Among those who had heard of AAdvantage, a vast majority recognized it as an airline rewards program, with a near identical proportion recognizing that it belonged to American Airlines.

% CORRECTLY IDENTIFY LOGO AS A **LOYALTY PROGRAM**

THEN, % CORRECTLY MATCH LOGO WITH AMERICAN AIRL...
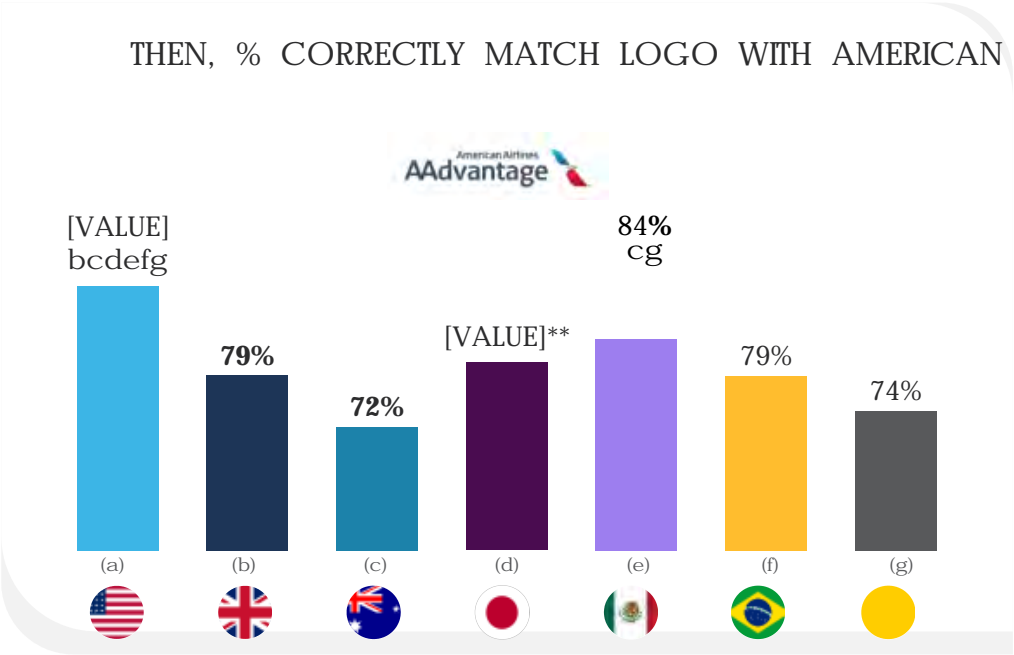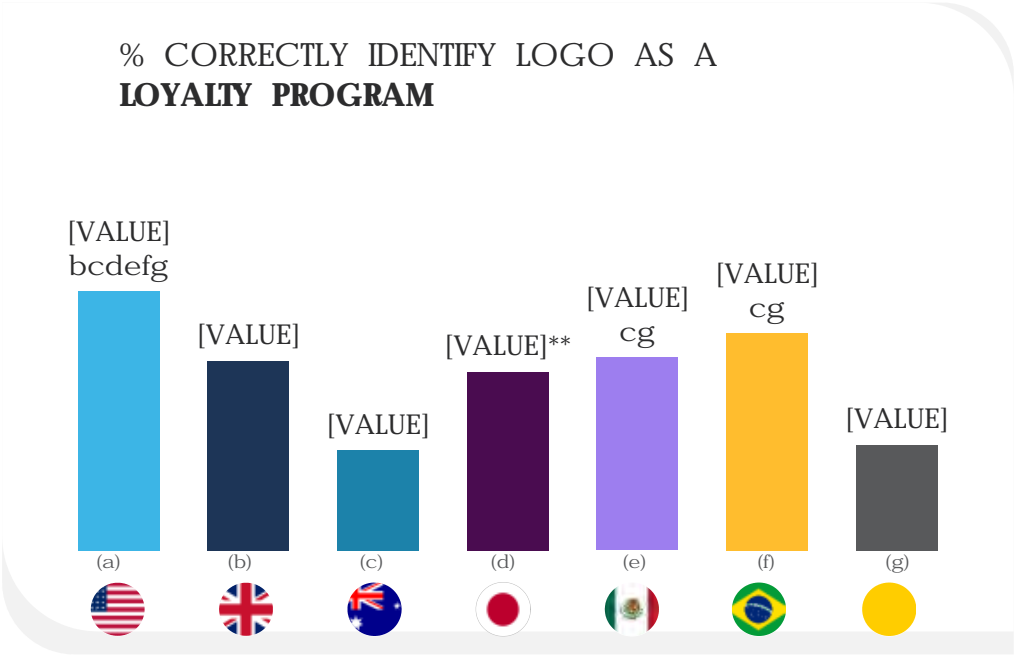
LoyaltyOffer. Which of the following best describes what type of offering … is?
LoyaltyAttrib. Is … connected to any of the brands/companies in the following list?
Base: United States n = 381, United Kingdom n = 77, Australia n = 70, Japan n = 41**, Mexico n = 158, Brazil n = 174, Colombia n = 98
**Small base size

32

AA-SKP-00059988
App'x 0527

Understanding the Awareness of AA's Premium Offers

33

App'x 0528

While all countries display low levels of recognition for premium offers, Flagship and Admirals Club trail Sky Club and Polaris across most countries.

% Answered Yes	FLAGSHIP	ADMIRALS Club.	SKY CLUB	POLARIS.	M CLUB
US (a)	[VALUE] bcdeg	[VALUE] bcdeg	[VALUE] bcdefg	48% bcdefg	[VALUE] cd
UK (b)	10%	[VALUE] cdg	[VALUE] cdg	[VALUE] d	[VALUE] c
AU (c)	9%	11%	13%	[VALUE] bdfg	5%
JP (d)	10%	9%	12%	12%	5%
MX (e)	10%	[VALUE] cdg	[VALUE] bcdg	[VALUE] bdfg	[VALUE] abcd
BZ (f)	[VALUE] bcdeg	[VALUE] cdg	[VALUE] bcdg	[VALUE] d	[VALUE] abcdg
CO (g)	10%	12%	14%	[VALUE] d	[VALUE] cd
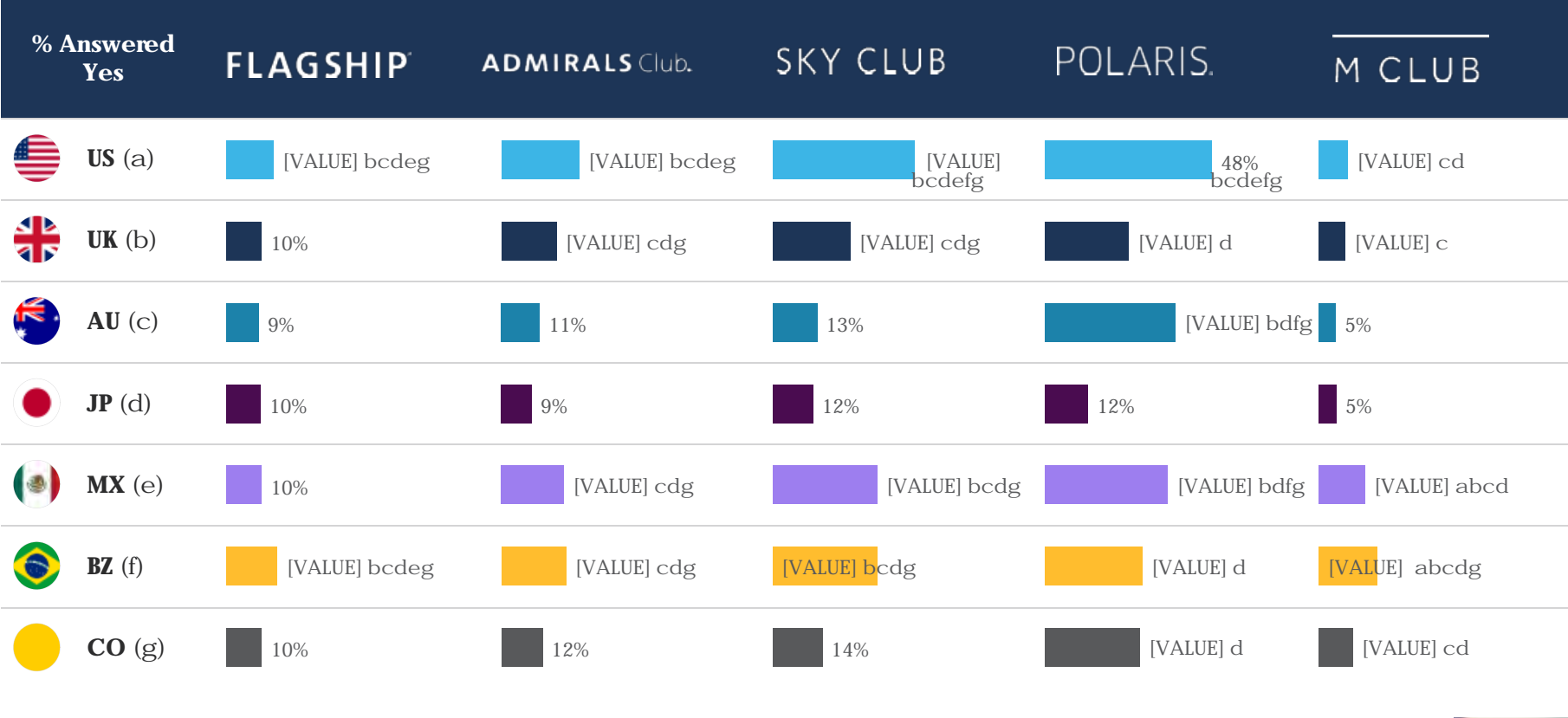
PremRecog. Do you recognize this name?
Base: United States n = 737, United Kingdom n = 499, Australia n = 501, Japan n = 500, Mexico n = 500, Brazil n = 500, Colombia n = 499

34

AA-SKP-00059990

App'x 0529
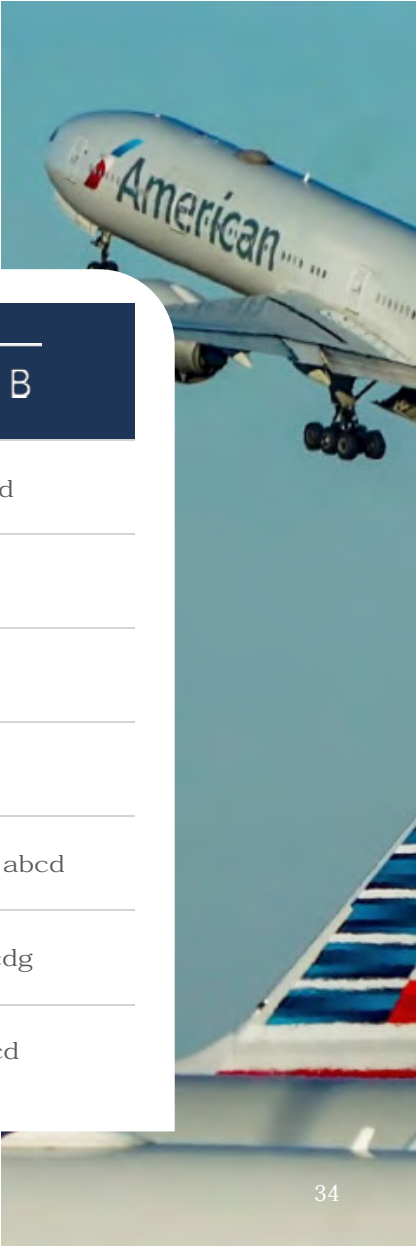
Brand statement of premium offers was low across offerings and countries, with Admirals Club performing more competitively than Flagship.
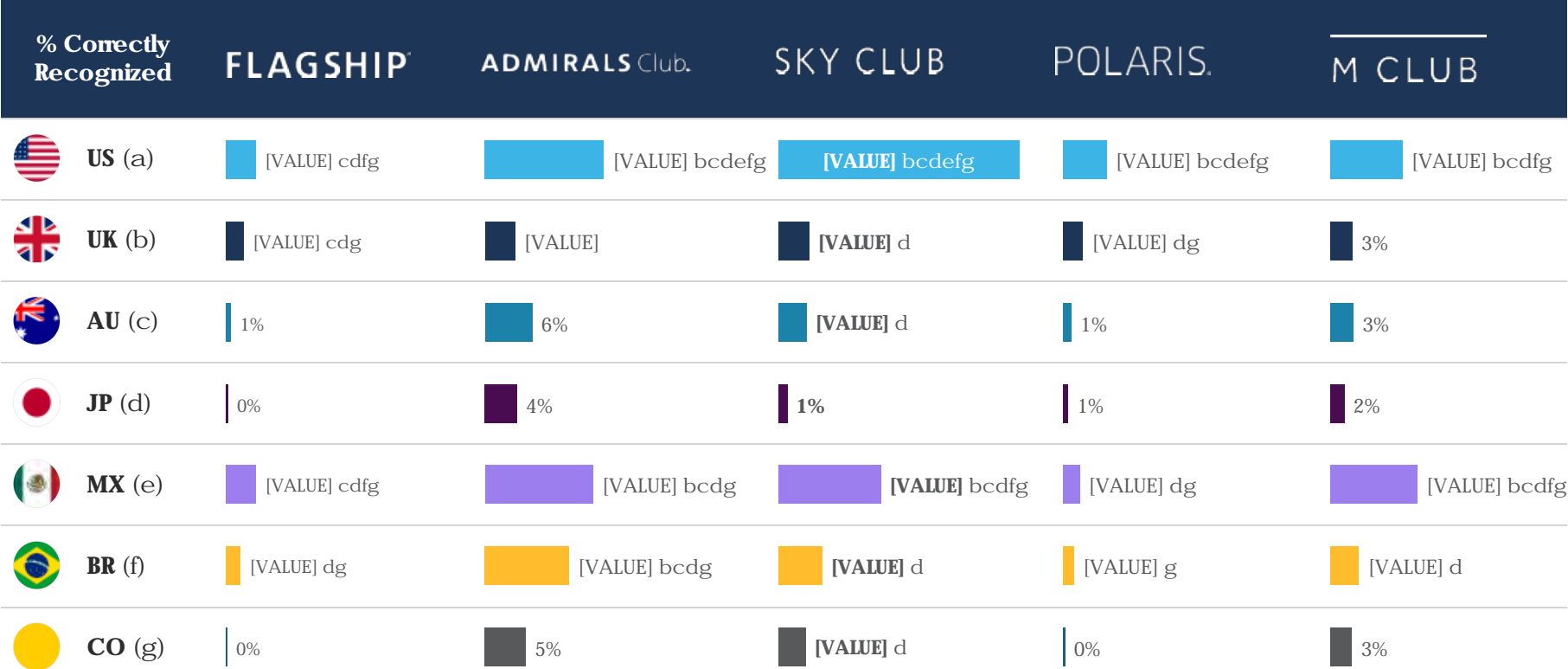
% Correctly Recognized	FLAGSHIP	ADMIRALS Club.	SKY CLUB	POLARIS.	M CLUB
US (a)	[VALUE] cdfg	[VALUE] bcdefg	**[VALUE] bcdefg**	[VALUE] bcdefg	[VALUE] bcdfg
UK (b)	[VALUE] cdg	[VALUE]	**[VALUE] d**	[VALUE] dg	3%
AU (c)	1%	6%	**[VALUE] d**	1%	3%
JP (d)	0%	4%	**1%**	1%	2%
MX (e)	[VALUE] cdfg	[VALUE] bcdg	**[VALUE] bcdfg**	[VALUE] dg	[VALUE] bcdfg
BR (f)	[VALUE] dg	[VALUE] bcdg	**[VALUE] d**	[VALUE] g	[VALUE] d
CO (g)	0%	5%	**[VALUE] d**	0%	3%

OEPremAttrib. What brand/company do you think this name is associated with?
Base: United States n = 737, United Kingdom n = 499, Australia n = 501, Japan n = 500, Mexico n = 500, Brazil n = 500, Colombia n = 499

35

AA-SKP-00059991

App'x 0530
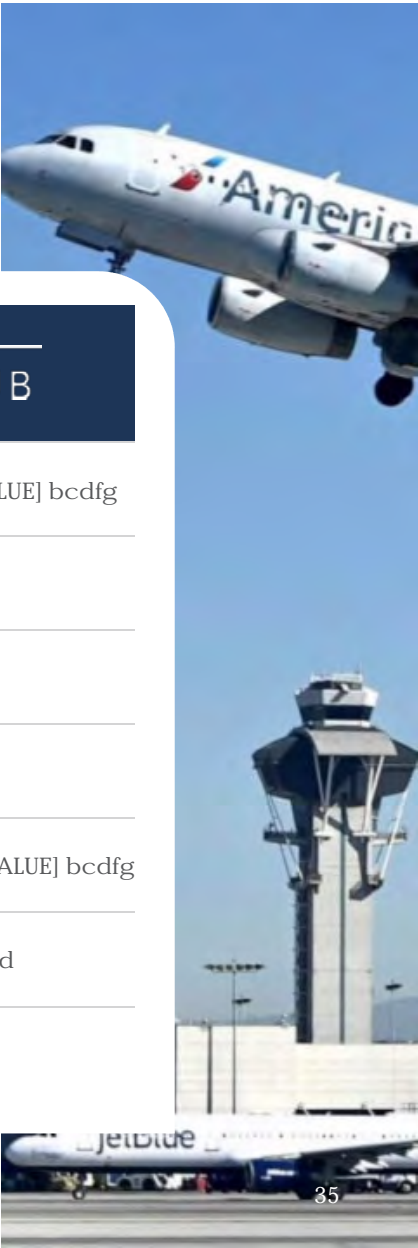
Attribution of Admirals Club to its parent brand trails Sky Club and Sapphire but is competitive in Mexico.

Premier Program	Company	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
Sky Club	Delta Air Lines	74%	23%	41%	**	35%	29%	**
Sapphire	Chase Bank	73%						
Admirals Club	American Airlines	68%	34%	**	**	69%	73%	79%
Centurion	American Express	46%				0%		
United Club	United Airlines					78%		
Upper Class	Virgin Atlantic		68%					
Lounge Key	American Airlines						26%	46%
La Premiere	Air France		45%					
Globalist	Hyatt	16%	**	**	**		**	**
Flagship	American Airlines	28%	21%	**	29%	34%	38%	**
Priority Pass	American Airlines					12%	27%	38%
M Club	Marriott	**	**	**	**	**	22%	**
Salon Premier	American Airlines					15%		
Polaris	United Airlines	10%	14%	4%	**	11%	**	6%

HIGHER SEGMENTS
for American Airlines Admirals Club only

ADMIRALS Club.

Any AA Status	**85%**
Boomers	**81%**
Males	**75%**

PremAttrib. Is [hPremAssign] connected to any of the brands/companies in the following list?
Bases vary by Premier Program and Country -- Admirals Club in United States n = 100, United Kingdom = 50, Australia n = 44**, Japan n = 50, Mexico n = 54, Brazil n = 71, Colombia n = 46**
** Small Base Size

36

AA-SKP-00059992
App'x 0531

Few respondents correctly identified that Flagship was an airline first class, with Brazil seeing the highest attribution. A much larger portion of respondents correctly identified Admirals Club as an airport lounge.
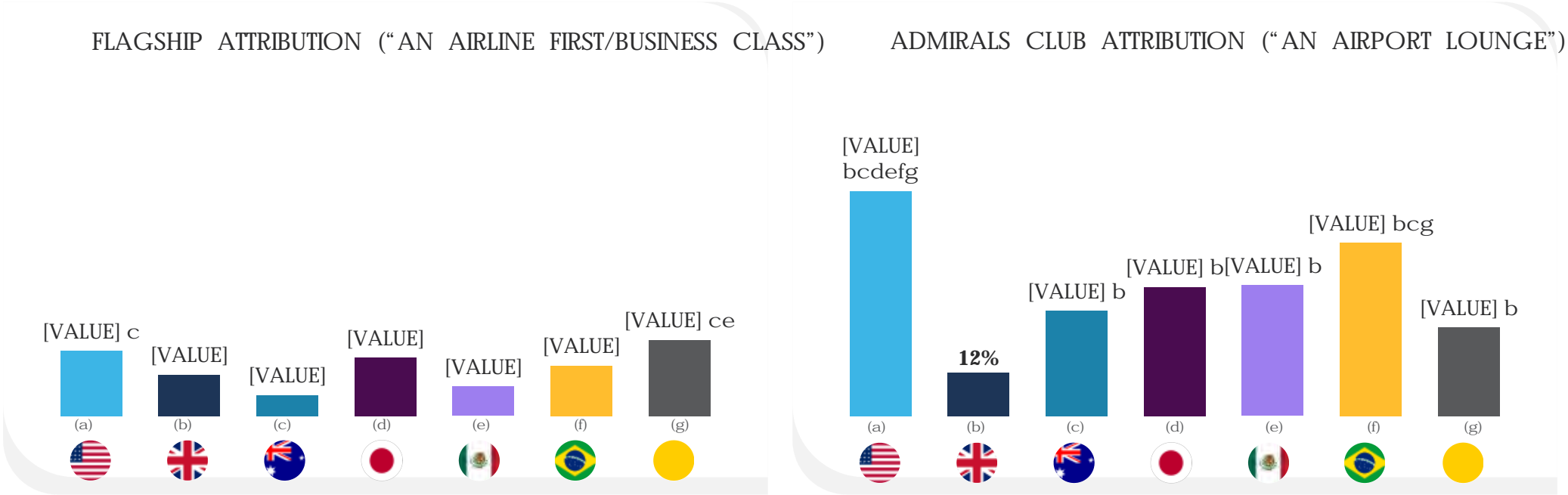
FLAGSHIP ATTRIBUTION ("AN AIRLINE FIRST/BUSINESS CLASS")

ADMIRALS CLUB ATTRIBUTION ("AN AIRPORT LOUNGE")

PremOffer: Admirals Club. You mentioned that you recognize the name Admirals Club. Which of the following best describes what type of offering Admirals Club is?
PremOffer: Flagship. You mentioned that you recognize the name Flagship. Which of the following best describes what type of offering Flagship is?
Bases vary by Premier Program and Country -- Admirals Club in United States n = 100, United Kingdom = 50, Australia n = 44**, Japan n = 50,
Mexico n = 54, Brazil n = 71, Colombia n = 46**
** Small Base Size

37

App'x 0532

The Trip Forward

AA-SKP-00059994

App'x 0533

Strengthening Global Brand Statement

◯ Insight

- American Airlines' brand statement is **strong internationally,** notably in **Mexico, Brazil, and Colombia**, which indicates a **firm brand presence** in these markets.

- The inclusion of "American" in the logo **considerably enhances brand statement** in the US. Across other markets, brand statement benefits more by including "American Airlines".

⊕ Implication

- Continue to **leverage and invest** in these high-performing markets with **tailored marketing campaigns**. The aim is to **further boost brand affinity**, **convert brand statement into brand preference**, and **explore potential areas for expansion or enhanced services.**

- The company should ensure that the **full name "American Airlines"** is present across all marketing materials, signage, and digital touchpoints. This strategy **will reinforce brand statement and awareness** and could **help alleviate any confusion** with other brands.

39

App'x 0534

Elevating Loyalty and Premium Offer Awareness

◯ Insight

- The AAdvantage loyalty program enjoys a **high degree of engagement** and boasts a **high concentration of members with elite status.**

- Premium offerings such as Flagship and Admirals Club have relatively **low brand statement** across markets.

⊕ Implication

- American Airlines should strive to **improve customer experiences** within the AAdvantage program, offering **exclusive benefits and promotions** to **retain** these elite members and **attract new ones.**

- Implement targeted marketing initiatives **to improve the awareness** and understanding of these premium offerings. **Special promotions or personalized communications** for AAdvantage members might serve to highlight these premium services.

40

App'x 0535

Enhancing Brand Distinctiveness and Identity

◯ Insight

- American Airlines' tail design is seen as more unique than liked, especially relative to other US airlines.

- A key distinctive element of the American Airlines brand is the **strong association** of the **American flag** with the brand.

⊕ Implication

- In order to boost recognizability and brand statement, American Airlines could consider **promotional activities or campaigns** that **specifically highlight the tail design**. This approach could include **tail-focused branding** in advertisements or special events, potentially leading to increased recognition and distinctiveness.

- This **connection with the American flag** should be emphasized in marketing efforts, particularly in international markets where this was noted as a **top reason** for finding the logo and tail distinct. This approach can **strengthen global brand identity** and **positive associations with the brand**.

41

App'x 0536

Additional Findings

AA-SKP-00059998

App'x 0537

American Airlines has higher awareness, engagement and regular flyers than Delta and United in Mexico, Brazil and Colombia.

	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
Intl AA Awareness	90% bcdefg	88% cde	78%	79%	85% cd	87% cde	87% cde
Intl AA Engagement	27% cdg	26% cdg	14% d	11%	26% cdg	27% cdg	18% cd
Intl AA – Flies Regularly	13% bcdefg	3% cd	2%	2%	10% bcdg	9% bcdg	5% bcd

	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
Intl Delta Awareness	92% bcdefg	78% cefg	70% fg	78% cefg	71% fg	66% g	58%
Intl Delta Engagement	27% bcdefg	21% cdfg	11%	12% g	21% cdfg	18% cdg	10%
Intl Delta – Flies Regularly	12% bcdefg	3% cdg	2%	2%	5% bcdg	4% bcdg	2%

	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
Intl United Awareness	91% bcdefg	75% cefg	71% fg	80% bcefg	68% g	66% g	53%
Intl United Engagement	25% bcdefg	20% cdfg	13% g	12% g	22% cdfg	17% cdg	9%
Intl United – Flies Regularly	9% bcdefg	2% cg	1%	2% cg	5% bcdg	4% bcdg	1%

Engagement = have flown with this airline
Flies regularly = flies with airline regularly or most often

AirlineAwareIntl. Which, if any, of the following airlines are you aware of that fly internationally? (among all)
IntlAirlineFreq. How often do you fly with each of the following airlines when travelling internationally? (among all)
AirlineAwareIntl base: United States n=2950, United Kingdom n=2000, Australia n=2001, Mexico n=2000, Japan n=2000, Brazil n=2000, Colombia n=2000
IntlAirlineFreq rebased to total; actual # of respondents asked: United States n=889, United Kingdom n=1265, Australia n=598, Japan n=376, Mexico n=647, Brazil n=713, Colombia n=532

43

AA-SKP-00059999

App'x 0538

MileagePlus membership reported is lower than AAdvantage and SkyMiles.

	(a) US	(b) UK	(c) AU	(d) JP	(e) MX	(f) BR	(g) CO
AAdvantage Member	26% bcdefg	3% cd	2%**	2%**	8% bcdg	10% bcdeg	4% bcd
AAdvantage Elite Status	12% bcdefg	2%	1%**	1%**	4% bcdg	5% bcdg	2%

46

	(a) US	(b) UK	(c) AU	(d) JP	(e) MX	(f) BR	(g) CO
SkyMiles Member	28% bcdefg	2% g	2%**	2%** g	4% bcdg	4% bcdg	1%
SkyMiles Elite Status	10% bcdefg	1%	1%**	1%** g	2% bcg	2% bcdg	1%

36

	(a) US	(b) UK	(c) AU	(d) JP	(e) MX	(f) BR	(g) CO
MileagePlus Member	20% bcdefg	3% g	2%** g	5%** bcefg	4% bcg	4% bcg	1%
MileagePlus Elite Status	7% bcdefg	1% g	1%** g	1%** g	2% bcg	2% cg	0%

35

LoyaltyMember. Which, if any, of the following airline loyalty rewards programs are you an active member of? (among all)
EliteStatus. Of the airline loyalty rewards programs you are an active member of, which, if any, do you have elite status in? (among all)
LoyaltyMember rebased to total; actual # of respondents asked: United States n=1737, United Kingdom n=692, Australia n=1052, Japan n=733, Mexico n=902, BR n=1142, CO n=789. EliteStatus rebased to total; actual # of respondents asked: United States n=778, United Kingdom n=66, Australia n=42, Japan n=43, Mexico n=158, BR n=204, CO n=88. **Small base size

44

AA-SKP-00060000

App'x 0539
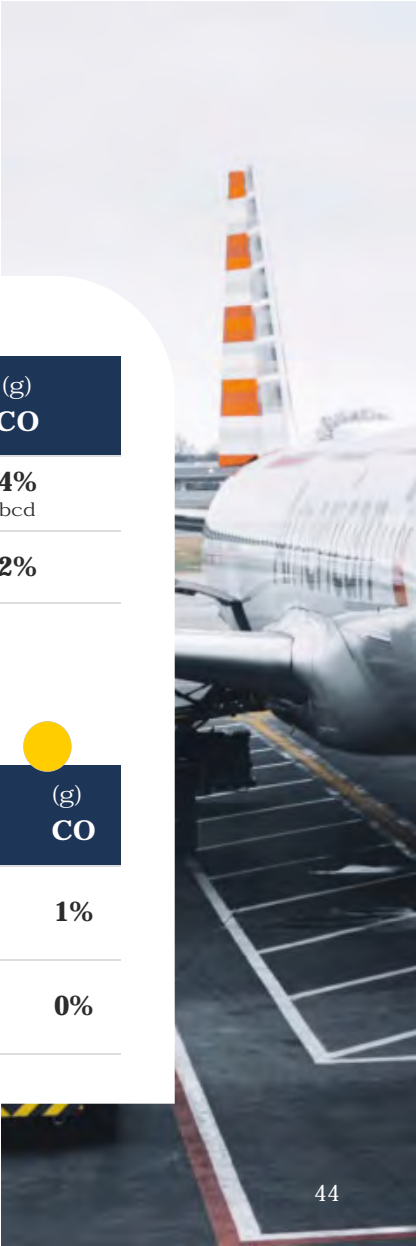
Awareness of airline partnerships/networks is highest in Japan, with more than half aware of Star Alliance.

Awareness %	oneworld	Star Alliance	Sky Team
United States (a)	[VALUE] efg	[VALUE]	[VALUE] cfg
United Kingdom (b)	[VALUE] aefg	30%	[VALUE] cfg
Australia (c)	[VALUE] abefg	[VALUE] abeg	[VALUE] g
Japan (d)	[VALUE] abefg	[VALUE] abcefg	[VALUE] abcefg
Mexico (e)	[VALUE] g	[VALUE] b	[VALUE] cfg
Brazil (f)	[VALUE] eg	[VALUE] abeg	[VALUE] bcd
Colombia (g)	[VAL	[VALUE] abe	[VALUE] c

HIGHER SEGMENTS

Any AA Status	58%
Travel Enthusiast	33%
Boomers	31%
GenX	27%
Males	27%

AllianceAidedAware. Which, if any, of the following airline partnerships or networks are you aware of?
Base: United States n = 2950, United Kingdom n = 2000, Australia n = 2001, Japan n = 2000, Mexico n = 2000, Brazil n = 2000, Colombia n = 2000

45

AA-SKP-00060001

App'x 0540

Star Alliance seems to have more members in Japan, Brazil and Colombia while Sky Team is more popular in Mexico.

Membership %	oneworld	Star Alliance	Sky Team
United States (a)	[VALUE] cdfg	[VALUE] bce	[VALUE] d
United Kingdom (b)	[VALUE] cfg	25%	[VALUE] d
Australia (c)	[VALUE] cfg	[VALUE] abeg	[VALUE] d
Japan (d)	[VALUE] cg	[VALUE] abcefg	[VALUE]
Mexico (e)	[VALUE] cg	[VALUE] c	[VALUE] abcdfg
Brazil (f)	[VALUE]	[VALUE] abce	[VALUE] d
Colombia (g)	[VALUE] cd	[VALUE] abce	[VALUE] d

AllianceMembership. Which of the following airline alliance partnerships are you an active member of (i.e., have earned or redeemed miles/points in the past two years)? (among asked)
(Base = Those aware of the airline alliance partnership)
Base: United States n = 389, United Kingdom n = 261, Australia n = 222, Japan n = 552, Mexico n = 169, Brazil n = 245, Colombia n = 78

46

AA-SKP-00060002

App'x 0541

Among those using alliance partnerships, those in Japan, Brazil and Colombia report a decided preference for Star Alliance.
oneworld is most often preferred in the UK and AU.

Alliance Partnership Preference
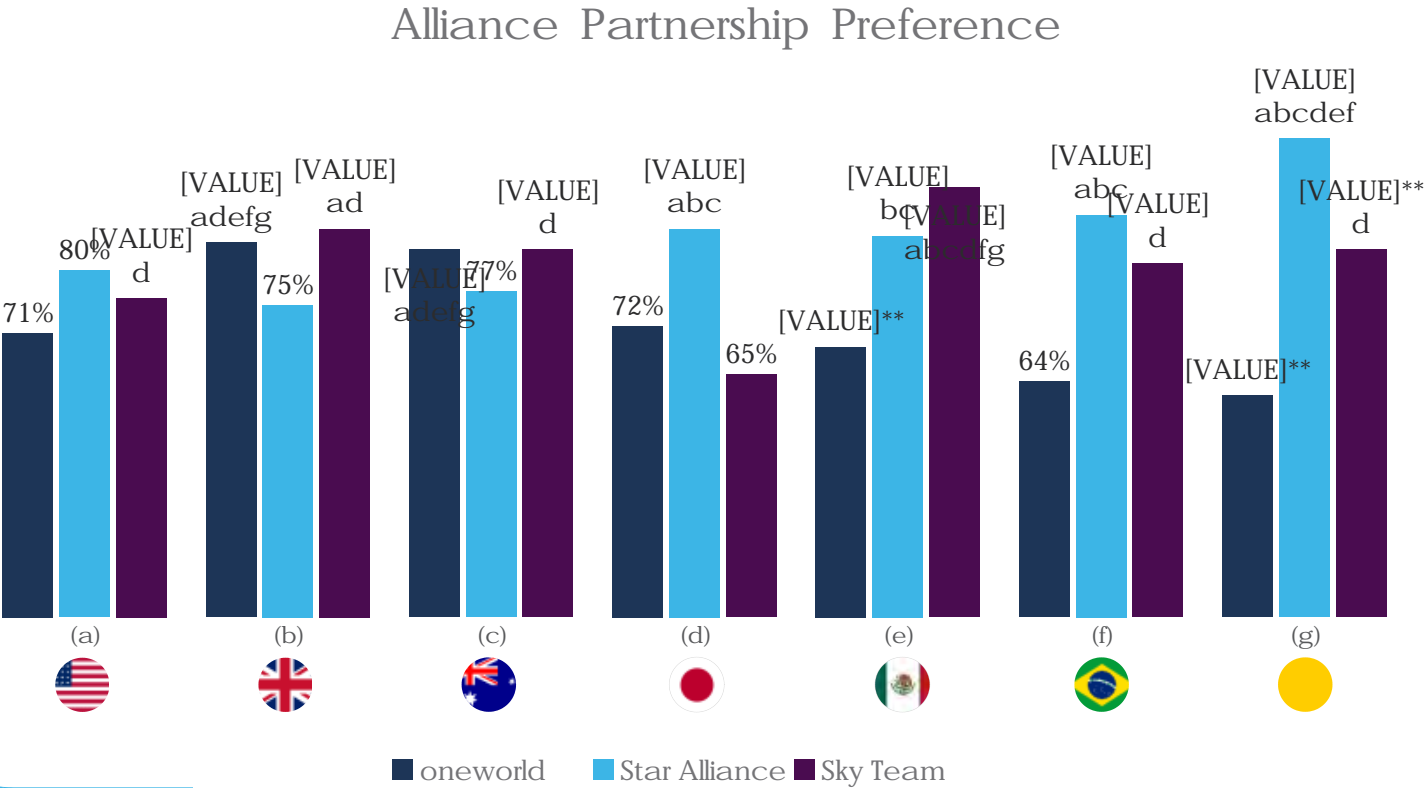
HIGHER SEGMENTS

Non-Travel Enthusiast	**76%**
Non-Frequent Flyer	**76%**

Legend: ■ oneworld ■ Star Alliance ■ Sky Team

AlliancePreference. Of the airline alliance partnerships that you are a member of, which one is your most preferred program? (among those using at least one airline alliance partnership)
Base: Bases vary by alliance and country; **Small bases
oneworld base sizes: US n=231; UK n=159; AU n=159; JP n=248; MX n=99; BR n=102; CO n=37. Min-Max range for each country: US n=231-322; UK n=150-193; AU n=103-165; JP n=179-440; MX n=92-282; BR n=102-297; CO n=37-309

47

AA-SKP-00060003

App'x 0542

American Airlines' logo is more often correctly stated as its brand than the United logo.

Avianca and LATAM logos have good recognition in Columbia.

% CORRECT STATEMENT OF LOGO (ONLY) TO BRAND, COMPARING AIRLINES

	US	UK	AU	JP	MX	BR	CO
(American)	60%	17%	26%	4%	26%	23%	28%
(Delta)	59%	16%	9% ↓	11% ↑	27%	25%	19% ↓
(United)	39% ↓	9% ↓	8% ↓	4%	14% ↓	11% ↓	11% ↓
(Avianca)							46% ↑
(LATAM)							34%

↑↓ Higher/lower than American Airlines

In survey, respondents were shown only one of the images per brand
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Base: United States n ~ 246, United Kingdom n ~ 169, Australia n ~ 167, Japan n ~ 167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

48

AA-SKP-00060004

App'x 0543

The addition of the partial name elevates most airline brand statement and puts all the key airlines at about the same level of stated recognition within individual countries.

American is less frequently stated in Japan compared to Delta and United, and in Brazil compared to Delta.

% CORRECT STATEMENT OF LOGO (ONLY) TO BRAND, COMPARING AIRLINES

	US	UK	AU	JP	MX	BR	CO
American	69%	60%	52%	38%	26%	26%	25%
DELTA	75%	68%	59%	60% ⬆	31%	36% ⬆	16% ⬇
UNITED	72%	64%	56%	51% ⬆	31%	27%	20%
Avianca							23%
LATAM AIRLINES							20%

⬆⬇ Higher/lower than American Airlines

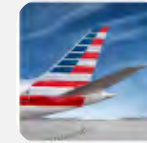In survey, respondents were shown only one of the images per brand
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Base: United States n ~ 246, United Kingdom n ~ 169, Australia n ~ 167, Japan n ~ 167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

49

AA-SKP-00060005

App'x 0544

With the full brand name and labels shown, the most surprising result is the percentage of respondents who do not state the brand names correctly.

Respondents often try to define the brand by category, instead of re-stating the brand name shown. Examples: "A large airline based in Dallas," "I live in Atlanta, so I know this airline." There is also confusion when asking which brand/company while showing the brand.

% CORRECT STATEMENT OF LOGO (ONLY) TO BRAND, COMPARING AIRLINES

	US	UK	AU	JP	MX	BR	CO
American Airlines	75%	72%	67%	61%	35%	30%	30%
Delta Air Lines	78%	65%	63% 🔻	57%	33%	32%	24%
United Airlines	78%	65%	57%	53%	32%	29%	22% 🔻
Avianca							30%
LATAM Airlines							28%

🔺🔻 Higher/lower than American Airlines

In survey, respondents were shown only one of the images per brand
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Base: United States n ~ 246, United Kingdom n ~ 169, Australia n ~ 167, Japan n ~ 167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

50

AA-SKP-00060006

App'x 0545

Financial logos tend to be stated more accurately than hotels and rewards.

Financial and hotel logos are also more likely to be stated accurately than the airlines.

% CORRECT STATEMENT OF LOGO TO BRAND, TOP RESULTS OF OTHER INDUSTRIES BY COUNTRY

	US	UK	AU	JP	MX	BR	CO
LOGO	60%	17%	26%	4%	26%	23%	28%
	Mastercard 93%	VISA 93%	92%	amazon 91%	Mastercard 85%	Mastercard 92%	Mastercard 86%
	VISA 92%	Mastercard 90%	VISA 88%	PayPay 90%	Santander 85%	Santander 91%	
	Marriott 88%	Lloyds 90%	Mastercard 85%				
LOGO + PARTIAL	American 69%	American 60%	American 52%	American 38%	American 26%	American 26%	American 25%
	Hilton 77%	VISA 77%	VISA 68%	amazon.co.jp 81%	Santander 42%	Santander 41%	Hilton 24%
	VISA 77%	BARCLAYS 75%	Hilton 65%	Hilton 67%	40%	Mastercard 37%	Scotiabank/Colpatria 23%
	MARRIOTT 76%	LLOYDS BANK 75%	Commonwealth Bank 64%	Mastercard 64%	BANORTE 39%	VISA 37%	Mastercard 23%
	Mastercard 76%	Hilton 74%	Mastercard 64%	PayPay 64%	Hilton 36%	34%	VISA 22%
	76%	Mastercard 73%	ANZ 63%	VISA 62%	Mastercard 36%	Hilton 32%	MARRIOTT 18%

In survey, respondents were shown underline only one of the images per brand. Full results for all brands shown in the Appendix.
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

51

AA-SKP-00060007

App'x 0546

With full brands and labels, logos are very close to one another within a country.

Many respondents tried to describe the brand rather than state it.

% CORRECT STATEMENT OF LOGO TO BRAND, TOP RESULTS OF OTHER INDUSTRIES BY COUNTRY

	US		UK		AU		JP		MX		BR		CO
	American Airlines	75%	American Airlines	72%	American Airlines	67%	American Airlines	61%	American Airlines	35%	American Airlines	30%	American Airlines	30%
	Hilton Hotels & Resorts	78%	Hilton Hotels & Resorts	74%	ANZ	69%	Amazon	69%	Santander	41%	Santander	43%	Fiesta Rewards	35%
	Mastercard	78%	Barclay's	74%	Hilton Hotels & Resorts	67%	Hilton Hotels & Resorts	61%	Hilton Hotels & Resorts	41%	Mastercard	37%	Scotiabank Colpatria	32%
	Visa	77%	Lloyds Bank	74%	Commonwealth Bank	65%	Mastercard	56%	Visa	38%	Visa	37%	Hilton Hotels & Resorts	27%
	American Express	77%	Mastercard	71%	Visa	65%	Visa	56%	American Express	36%	Hilton Hotels & Resorts	34%	Visa	27%
	Chase Bank	77%	Visa	71%	Marriott	63%	Marriott	55%	Mastercard	35%	American Express	32%	Mastercard	26%
	Marriott	75%	Marriott	69%	Mastercard	62%	PayPay	51%	Banorte	35%	Livelo	30%	Marriott	24%
			American Express	68%					Marriott	35%	Marriott	30%		

In survey, respondents were shown only one of the images per brand. Full results for all brands shown in the Appendix.
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

52

AA-SKP-00060008

App'x 0547

Brand statement of the JetBlue logo in the US exceeds that of American Airlines.

% Correctly Recognized	American Airlines	Southwest	JetBlue	Alaska Airlines	Hawaiian Airlines	British Airways	Air France	KLM	Lufthansa	Norse Atlantic Airways
United States (a)	66% bcdefg	59% e	93% eg	37%	66% cd					
United Kingdom (b)	53% cdefg					74%	33%	82%	27%	2%
Australia (c)	41%									
Japan (d)	36%				39%					
Mexico (e)	45% d	17%	64%		45% c					
Brazil (f)	47% cd									
Colombia (g)	45% d		64%							

OETailAttrib. What brand/company do you think this design is for? If you're not certain, that's fine: just type in your best guess. (Open-ended question)
Base: United States n = 738, United Kingdom n = 501, Australia n = 500, Japan n = 501, Mexico n = 501, Brazil n = 500, Colombia n = 501

53

AA-SKP-00060009

App'x 0548

In Australia, airline tail brand statement is highest for major country-based airlines Virgin Australia, Qantas and JetStar. Awareness of Japan Airlines tail is near universal in Japan.

% Correctly Recognized	American Airlines	Virgin Australia	Qantas	JetStar	Air New Zealand	Air Canada	Japan Airlines (JAL)	Thai Airwys
United States (a)	66% bcdefg							
United Kingdom (b)	53% cdefg							
Australia (c)	41%	95%	91%	91%	59%	41% d		
Japan (d)	36%					18%	94%	36%
Mexico (e)	45% d							
Brazil (f)	47% cd							
Colombia (g)	45% d							

OETailAttrib. What brand/company do you think this design is for? If you're not certain, that's fine: just type in your best guess. (Open-ended question)
Base: United States n = 738, United Kingdom n = 501, Australia n = 500, Japan n = 501, Mexico n = 501, Brazil n = 500, Colombia n = 501

54

AA-SKP-00060010
App'x 0549

Across the Latam countries, the tails with the highest brand statement are in Mexico for Aeromexico and Volaris and Azul Airlines in Brazil.

% Correctly Recognized	American Airlines	Aeromexico	Volaris	LATAM Airlines	Viva Aerobus	Copa Airlines	GOL Airlines	Azul Airlines	Avianca	Spirit
United States (a)	66% bcdefg									
United Kingdom (b)	53% cdefg									
Australia (c)	41%									
Japan (d)	36%									
Mexico (e)	45% d	88%	81%	6%	46%	10%				
Brazil (f)	47% cd			42% eg		12%	85%	74%		
Colombia (g)	45% d			29% e		21% ef			55%	69%

OETailAttrib. What brand/company do you think this design is for? If you're not certain, that's fine: just type in your best guess. (Open-ended question)
Base: United States n = 738, United Kingdom n = 501, Australia n = 500, Japan n = 501, Mexico n = 501, Brazil n = 500, Colombia n = 501

55

AA-SKP-00060011

App'x 0550

Airline tail awareness is strongest in primary markets for each of the airlines. American, Delta and United Airlines have near universal awareness in the US.

	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
American Airlines	98% bcdefg	91% cdef	78%	75%	83% cd	85% cd	87% cd
Delta Air Lines	97% bcdefg	76% cefg	65% fg	73% cefg	62% g	57% g	48%
United Airlines	98% bcdefg	82% cefg	75% efg	79% g	69% g	66% g	51%
Southwest Airlines	96% e				32%		
JetBlue	91% eg				47%		50%
Alaska Airlines	80%						
Hawaiian Airlines	78% cd		54%	64% c			
Virgin Australia			99%				
Aeromexico					99%		
GOL Airlines						99%	
Avianca							99%
British Airways		98%					
Qantas			98%				
Japan Airlines (JAL)				98%			
Volaris					97%		
LATAM Airlines					41%	97% eg	91% e
JetStar			96%				
Azul Airlines						96%	
Viva Aerobus					91%		
Air New Zealand			88%				
Air France		85%					
KLM		83%					
Lufthansa		75%					
Air Canada			75% d	64%			
Copa Airlines					29%	40% e	66% ef
Thai Airways				61%			
Spirit							49%
Norse Atlantic Airways		16%					

AirlineAwareTail. Which, if any, of the following airlines are you aware of? (among asked)

Base: United States n ~ 738, United Kingdom n ~ 501, Australia n ~ 500, Japan n ~ 501, Mexico n ~ 501, Brazil n ~ 500, Colombia n ~ 501

HIGHER SEGMENTS for American Airlines

Travel Enthusiast	**90%**
Gen X	**90%**
Boomers	**90%**
Millennials	**87%**

56

AA-SKP-00060012

App'x 0551

Connection of American Airlines tail design to the company is lower than recognition overall. JetBlue and Hawaiian Airlines are most identified in the US.

	US	UK	AU	JP	MX	BR	CO
American Airlines	78% bcefg	67% g	65% g	74% bceg	63%	71%	57%
Delta Air Lines	65% bcdefg	34%	43% b	54% bc	50% b	53% bc	48% b
United Airlines	52% bcdefg	23%	31% b	34% b	38% bcf	31% b	37% b
JetBlue	98%				96%		96%
Hawaiian Airlines	93% d		91% d	84%			
Southwest Airlines	78% e				59%		
Alaska Airlines	68%						
Japan Airlines (JAL)				98%			
Spirit							97%
Virgin Australia			96%				
JetStar			95%				
KLM		94%					
Aeromexico					94%		
Qantas			93%				
Air Canada			91%	92%			
GOL Airlines						90%	
Volaris					87%		
Thai Airways				84%			
Azul Airlines						82%	
Air New Zealand			79%				
British Airways		72%					
Avianca							69%
Viva Aerobus					64%		
Lufthansa		56%					
Air France		54%					
Copa Airlines					52%	51%	47%
Norse Atlantic Airways		50%					
LATAM Airlines					33%	46% e	43% e

AirlineAttrib. Is this design connected to any of the airlines in the following list? (among asked)

Base: United States n ~ 723, United Kingdom n ~ 457, Australia n = 392, Japan n ~ 369, Mexico n ~ 425, Brazil n ~ 426, Colombia n ~ 447
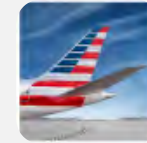
HIGHER SEGMENTS for American Airlines

Travel Enthusiast	**82%**
Boomers	**76%**
Millennials	**73%**
Gen X	**70%**

AA-SKP-00060013

App'x 0552

Attribution of American Airlines to AAdvantage is among the highest in the US and across countries.

Loyalty Program	Airline	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	American Airlines	91% bcefg	79%	72%	**	84% cg	79%	74%
Mileage Plus	United Airlines	78%	**	**	**	**	**	**
Sky Miles	Delta Air Lines	71%	**	**	**	**	**	**
TrueBlue	JetBlue	91% g						54%
Rapid Rewards	Southwest Airlines	84%						
Mileage Plan	Alaska Airlines	66%						
Executive Club	British Airways		96%					
LATAM Pass	LATAM Airlines					**	94% g	80%
Frequent Flyer	Qantas			90%				
Club Premier	Aeromexico					89%		
V Club	Volaris					88%		
Flying Azul	Azul Airlines						87%	
Velocity Frequent Flyer	Virgin Australia			86%				
Mileage Club	ANA				84%			
Smiles	GOL Airlines						84%	
Mileage Bank	Japan Airlines (JAL)				81%			
Flying Club	Virgin Atlantic		80%					
Royal Orchid Plus	Thai Airways				76%			
Flying Blue	Air France/KLM		73%					
Miles & More	Lufthansa		66%					
Airpoints	Air New Zealand			61%				
Connect Miles	Copa Airlines					**	57%	73% f
Lifemiles	Avianca					**		78%
Puntos Doters	Puntos Doters					46%		
Aeroplan	Air Canada			**	**			

HIGHER SEGMENTS for AAdvantage

Non-AA Status	**95%**
Gen Xv	**89%**
Domestic Leisure	**87%**
Boomers	**85%**
Millennials	**83%**

LoyaltyAttrib. Is {hLoyaltyAssign] connected to any of the brands/companies in the following list?

Bases vary by Loyalty Program and Country -- AA Advantage in United States n = 381, United Kingdom n = 77, Australia n = 70, Japan n = 41**, Mexico n = 158, Brazil n = 174, Colombia n = 98

** Small Base Size

58

AA-SKP-00060014

App'x 0553

Penetration of the AAdvantage card is on par with that of United and Southwest.
AA cardholders skew to older and heavier travelers.

	US	UK	AU	JP	MX	BR	CO
% w/ Travel/Airline CC	59%	64%	38%	63%	55%	63%	46%
Delta SkyMiles	15%			3%	3%		
Hilton Honors	15%						
Southwest Rapid Rewards	12%						
CapitalOne Venture	11%						
Chase Sapphire	10%						
Marriott Bonvoy	10%	4%		4%	5%		
Citi / AAdvantage	10%				3%	4%	2%
AmEx Platinum / Gold	9%						
United MileagePlus	9%			5%	2%		
JetBlue Card	6%						2%
Sainsbury's Nectar		40%					
British Airways Exec. Club		19%					
Asda Money		11%					
Virgin Australia Velocity			14%				
Qantas Premier			11%				
ANA Mileage Club				33%			
JAL Mileage Bank				28%			
Aeon Card				20%			
Aeromexico Club Premier					26%		
Citibanamex Rewards					20%		
Volaris Invex					13%		
AmEx Platinum		8%	7%	5%	11%		
GOL Smiles						32%	
LATAM Pass						23%	13%
Santander Ultimate						14%	
Avianca Lifemiles							24%
BBVA Compass							11%

Citi/AAdvantage HIGHER SEGMENTS

Any AA Status	**35%**
Travel Enthusiast	**5%**
Boomers	**5%**
Millennials/GenX	**3%**

RewardsCC. Which, if any, of the following travel rewards and/or airline co-branded credit cards do you currently have?
Base: United States n = 2950, United Kingdom n = 2000, Australia n = 2001, Japan n = 2000, Mexico n = 2000, Brazil n = 2000, Colombia n = 2000
NOTE: DISPLAYING CC'S OVER 10% USAGE WITHIN COUNTRY EXCEPT FOR BROADER U.S. LIST

59

When shown a word list of brands, the US respondents are more likely to have heard of American, Delta, United, Marriott and Hilton than all other countries.

	US a	UK b	AU c	JP d	MX e	BR f	CO g
American Airlines	98% bcdefg	88% cd	83% d	77%	89% cd	89% cd	93% bcdef
Delta Airlines	97% bcdefg	79% cefg	73% g	78% cefg	71%	69%	66%
United Airlines	98% bcdefg	81% fg	81% fg	82% fg	78% fg	72% g	66%
Mastercard	99% d	98% d	99% d	94%	98% d	99% d	99% d
Visa	99% cd	99% d	98% d	96%	99% d	100% cd	100% bcd
Marriott	96% bcdefg	87% defg	84% defg	62% fg	76% dfg	45%	55% f
Hilton Hotels & Resorts	97% bcdefg	93% defg	91% defg	85% f	85% f	71%	81% f
Chase Bank	98%						
American Express	97% bf	95% f			98% bf	92%	
Barclays		99%					
Santander					99%	100%	
Banorte					99%		
Commonwealth Bank			99%				
Amazon				99%			
PayPay				99%			
Avianca Airlines							99%
Lloyds Bank		98%					
ANZ			98%				
Scotiabank Colpatria							90%
LATAM Airlines							93%
Livelo						84%	
Fiesta Rewards					66%		
Accor Live Limitless					23%		

HIGHER SEGMENTS

% Previously Heard of AA

Travel Enthusiast	**96%**
GenX	**94%**
Boomers	**93%**
Males	**90%**

BrandAware. Which, if any, of the following brands/companies have you heard of before today? (among asked)

Base: United States n = 738, United Kingdom n = 503, Australia n = 500, Japan n = 499, Mexico n = 501, Brazil n = 500, Colombia n = 498

60

App'x 0555

The logos with the highest correct attribution to brand are the more commonly used worldwide brands: Hilton, MC, Visa and Marriott. The majority of those who say they know American also correctly match the logo, especially in the US and AU.

	US a	UK b	AU c	JP d	MX e	BR f	CO g
American Airlines	83% bdefg	74%	83% bdefg	74%	78%	76%	78%
Delta Air Lines	90% bcdefg	80%	82%	80%	81%	82%	82%
United Airlines	82% bcdefg	74%	72%	71%	74%	70%	75%
Hilton Hotels & Resorts	95% e	96% efg	94% e	94% e	90%	92%	92%
Mastercard	94% ce	94% ce	91%	96% ceg	90%	94% ce	93%
Visa	94% ce	95% ce	91%	95% ceg	91%	97% aceg	93%
Marriott	94% cdefg	93% df	91% d	86%	91% d	87%	90%
Chase Bank	93%						
American Express	84% bf	79%			81% f	75%	
PayPay				97%			
Barclays		95%					
Lloyds Bank		95%					
Commonwealth Bank			95%				
Amazon				95%			
Livelo						94%	
Scotiabank Colpatria							94%
Santander					90%	93%	
ANZ			90%				
Banorte					88%		
Fiesta Rewards					88%		
Accor Live Limitless					84%		
Avianca Airlines							82%
LATAM Airlines							81%

BrandAttrib. Is this logo connected to any of the brands/companies in the following list? (among asked)

Base: United States n = 725, United Kingdom n = 440, Australia n = 414, Japan n = 374, Mexico n = 446, Brazil n = 452, Colombia n = 471

American Airlines

HIGHER SEGMENTS

% Previously Heard

Travel Enthusiast	**96%**
GenX	**94%**
Boomers	**93%**
Males	**90%**

61

AA-SKP-00060017

App'x 0556

Against non-primary airlines, brand statement of AAdvantage is most competitive when the full label and logo are added.

% CORRECT STATEMENT OF LOYALTY PROGRAM TO BRAND, COMPARING TOP PROGRAMS, CONT.

		US		UK		AU		JP		MX		BR		CO
PROGRAM	AAdvantage	54%	AAdvantage	19%	AAdvantage	12%	AAdvantage	13%	AAdvantage	28%	AAdvantage	22%	AAdvantage	19%
	SKYMILES	59%	Executive Club	44%	FREQUENT FLYER	72%	MILEAGE CLUB	66%	CLUB PREMIER	42%	Smiles	36%	LifeMiles	23%
	Rapid Rewards	41%	flyingclub	35%	velocity	61%	MILEAGE BANK	17%	v.club	29%	PASS	26%	ConnectMiles	13%
LOGO + PARTIAL	AAdvantage	69%	AAdvantage	29%	AAdvantage	26%	AAdvantage	17%	AAdvantage	36%	AAdvantage	30%	AAdvantage	22%
	Rapid Rewards	56%	Executive Club	75%	FREQUENT FLYER	85%	ANA MILEAGE CLUB	74%	CLUB PREMIER	64%	PASS	48%	LifeMiles	33%
	TRUE BLUE	45%	flyingclub	60%	velocity	61%	MILEAGE BANK	59%	v.club	41%	Tudo	27%	PASS	25%
LOGO + FULL	AAdvantage AAdvantage	80%	AAdvantage AAdvantage	81%	AAdvantage AAdvantage	62%	AAdvantage AAdvantage	43%	AAdvantage AAdvantage	55%	AAdvantage AAdvantage	51%	AAdvantage AAdvantage	39%
	Alaska Mileage Plan **Mileage Plan**	79%	Executive Club Executive Club	88%	FREQUENT FLYER QANTAS Frequent Flyer	86%	ANA MILEAGE CLUB ANA Mileage Club	76%	V Club V Club	66%	Simles Simles	68%	Lifemiles Lifemiles	55%
	Southwest Rapid Rewards Rapid Rewards	78%	flyingclub Flying Club	85%	AEROPLAN Aeroplan	61%	JAPAN AIRLINES IAL MILEAGE BANK Mileage Bank	74%	CLUB PREMIER Club Premier	60%	LATAM PASS LATAM Pass	64%	LATAM PASS LATAM Pass	45%

In survey, respondents were shown only one of the images per brand
OELoyaltyAttrib. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164
Bases vary by Loyalty Program and Country

62

AA-SKP-00060018
App'x 0557

Sky Club yielded the highest brand statement across countries. Admirals Club performed competitively in Brazil and Mexico.

Premier Program	Company	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
Sky Club	Delta Air Lines	30% bcdefg	4% d	4% d	1%	13% bcdfg	5% d	3% d
Sapphire	Chase Bank	23%						
Admirals Club	American Airlines	15% bcdfg	4%	6%	4%	13% bcdg	10% bcdg	5%
M Club	Marriott	9% bcdfg	3%	3%	2%	11% bcdfg	4% d	3%
Centurion	American Express	6%				13% a		
Polaris	United Airlines	5% bcdefg	2% dg	1%	1%	2% dg	1% g	0%
Globalist	Hyatt	4% bcdfg	1% c	0%	1%		0%	0%
Flagship	American Airlines	4% cdfg	2% cdg	1%	0%	4% cdfg	2% dg	0%
United Club	United Airlines					27%		
Upper Class	Virgin Atlantic		7%					
Lounge Key	American Airlines						0%	0%
La Premiere	Air France		5%					
Priority Pass	American Airlines					1%	0%	0%
Salon Premier	American Airlines					0%		

OEPremAttrib. What brand/company do you think this name is associated with?
Base: United States n = 721, United Kingdom n = 499, Australia n = 508, Japan n = 493, Mexico n = 498, Brazil n = 503, Colombia n = 490

63

AA-SKP-00060019

App'x 0558

Admirals Club is recognized as an Airport Lounge by a majority in the US and Brazil. It is largely unknown in the UK.

Premier Program	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
An airport lounge	64% bcdefg	12%	**	**	37% b	49% bcg	25% b
An airline loyalty rewards program	11%	19%	**	**	23% a	13%	35% abf
An airline first/business class	8%	11%	**	**	8%	15%	17% a
A hotel chain	0%	4% a	**	**	8% a	8% a	7% a
A sailing club membership	2%	7% af	**	**	4%	2%	3%
A tier within a hotel loyalty rewards program	0%	8% a	**	**	5% a	5% a	5% a
A hotel loyalty rewards program	4%	5%	**	**	2%	4%	1%
A credit card	2% a	4% f	**	**	2%	0%	1%
A rental car loyalty rewards program	2%	7%	**	**	0%	0%	0%
A ranking system for cruise lines	2%	2%	**	**	2%	0%	0%
A live events ticket platform	1%	1%	**	**	2%	0%	4% af
An online shopping portal	1%	3%	**	**	0%	1%	0%
Priority seating area in an arena or stadium	1%	1%	**	**	1%	1%	0%
A chain of credit unions	1%	1%	**	**	1%	0%	0%
A gym membership	0%	0%	**	**	1%	0%	0%
I'm not sure which best describes the offering	2%	14% aefg	**	**	2%	1%	3%

PremOffer: Admirals Club. You mentioned that you recognize the name Admirals Club. Which of the following best describes what type of offering Admirals Club is?
Bases vary by Premier Program and Country -- Admiral's Club in United States n = 100, United Kingdom = 50, Australia n = 44**, Japan n = 50, Mexico n = 54, Brazil n = 71, Colombia n = 46**.   ** Small Base Size

64

AA-SKP-00060020

App'x 0559

Flagship is largely unknown as a First / Business Class offering, but association is higher in the United States and Brazil.

Flagship	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
An airline first/business class	19% c	12%	**	17%	9%	15%	**
An airport lounge	11%	8%	**	10%	8%	19% b	**
An airline loyalty rewards program	11%	21% fg	**	12%	11%	6%	**
A hotel chain	10%	5%	**	11%	4%	6%	**
A credit card	8% beg	0%	**	3%	0%	3%	**
A chain of credit unions	8% de	1%	**	0%	0%	3%	**
A hotel loyalty rewards program	5%	8%	**	14% ae	4%	7%	**
A ranking system for cruise lines	4%	5%	**	6%	15% ab	6%	**
A tier within a hotel loyalty rewards program	4%	5% f	**	0%	6% f	0%	**
An online shopping portal	2%	2%	**	4%	17% abd	16% abd	**
Priority seating area in an arena or stadium	2%	1%	**	0%	5%	1%	**
A sailing club membership	2%	13% adf	**	0%	4%	0%	**
A live events ticket platform	1%	0%	**	4%	0%	2%	**
A rental car loyalty rewards program	0%	4% a	**	3% a	4% a	1%	**
A gym membership	0%	0%	**	4% a	1%	0%	**
I'm not sure which best describes the offering	13%	14%	**	12%	12%	15%	**

FLAGSHIP

HIGHER SEGMENTS
For Flagship
Lounge / Business
Class in the US

Males   **26%**

PremOffer: Flagship. You mentioned that you recognize the name Flagship. Which of the following best describes what type of offering Flagship is?
Bases vary by Premier Program and Country -- Admiral's Club in United States n = 100, United Kingdom = 50, Australia n = 44**, Japan n = 50, Mexico n = 54, Brazil n = 71, Colombia n = 46**
** Small Base Size

65

App'x 0560

American Airlines has among the highest awareness among the US, slightly leading its primary domestic competitors.

Rank	US	UK	AU	JP	MX	BR	CO
1	American Airlines 97%	British Airways 95%	Qantas 99%	Japan Airlines 99%	Aeromexico 99%	GOL 99%	Avianca 99%
2	Delta Air Lines 97%	Easy Jet 94%	Virgin Australia 98%	ANA 99%	Volaris 97%	LATAM Airlines 96%	LATAM Airlines 93%
3	United Airlines 96%	Ryan Air 93%	Jetstar 97%	Peach Aviation 90%	Viva Aerobus 91%	Azul Airlines 96%	Copa Airlines 73%
4	Southwest Airlines 94%	Jet2 83%	Qantas Link 79%	JetStar 90%	Aeromexico Connect 89%	Voepass 23%	Satena 69%
5	JetBlue 87%	TUI Airways 80%	Rex 70%	Air Do 74%	TAR 24%		Wingo 66%
6	Alaska Airlines 79%	Virgin Atlantic 78%	Bonza 40%	StarFlyer 70%			EasyFly 51%
7	Hawaiian Airlines 71%	BA EuroFlyer 69%		Spring 16%			Ultra 40%
8		Wizz Air 54%					JetSmart 20%
9		BA CityFlyer 47%					

AirlineAwareDom. Which, if any, of the following airlines are you aware of that fly domestically? (among all)
Base: United States n=2950, United Kingdom n=2000, Australia n=2001, Japan n=2000, Mexico n=2000, Brazil n=2000, Colombia n=2000

66

AA-SKP-00060022

App'x 0561

AA and Delta have the highest engagement in the US and command the highest levels of engagement of any domestic airline across all countries.

Rank	US	UK	AU	JP	MX	BR	CO
1	Delta Air Lines 63%	British Airways 25%	Qantas 57%	ANA 64%	Aeromexico 62%	GOL 65%	Avianca 52%
2	American Airlines 62%	Easy Jet 25%	Virgin Australia 54%	Japan Airlines 63%	Volaris 60%	Azul Airlines 61%	LATAM Airlines 46%
3	United Airlines 58%	Ryan Air 22%	Jetstar 53%	JetStar 35%	Viva Aerobus 50%	LATAM Airlines 60%	Copa Airlines 28%
4	Southwest Airlines 56%	Jet2 17%	Qantas Link 31%	Peach Aviation 35%	Aeromexico Connect 48%	Voepass 9%	Wingo 21%
5	JetBlue 34%	BA EuroFlyer 16%	Rex 18%	Air Do 25%	TAR 9%		EasyFly 16%
6	Alaska Airlines 24%	TUI Airways 16%	Bonza 4%	StarFlyer 23%			Satena 23%
7	Hawaiian Airlines 19%	Virgin Atlantic 15%		Spring 6%			Ultra 108%
8		BA CityFlyer 10%					JetSmart 4%
9		Wizz Air 8%					

Engagement = have flown this airline
DomAirlineFreq. How often do you fly with each of the following airlines when travelling within the US?
DomAirlineFreq rebased to total; actual # of respondents asked vary by airline and country.

67

App'x 0562

AA is tied with Southwest and Delta for the highest level of frequent engagement.

Rank	US	UK	AU	JP	MX	BR	CO
1	American Airlines 24%	British Airways 12%	Qantas 28%	ANA 35%	Aeormexico 38%	GOL 42%	Avianca 37%
2	Southwest Airlines 24%	EasyJet 11%	Virgin Australia 23%	Japan Airlines 30%	Volaris 30%	Azul Airlines 38%	LATAM Airlines 23%
3	Delta Air Lines 24%	Ryanair 8%	Jetstar 22%	Peach Aviation 9%	Aeromexico Connect 21%	LATAM Airlines 29%	Copa Airlines 5%
4	United Airlines 17%	BA EuroFlyer 5%	Qantas Link 8%	JetStar 6%	Viva Aerobus 21%	Voepass 2%	Wingo 5%
5	JetBlue 10%	Jet2 5%	Rex 3%	Air Do 3%	TAR 2%		EasyFly 4%
6	Alaska Airlines 6%	Virgin Atlantic 4%	Bonza 1%	Star Flyer 3%			Satena 3%
7	Hawaiian Airlines 2%	TUI Airways 4%		Spring 1%			Ultra 2%
8		BA CityFlyer 3%					JetSmart 1%
9		Wizz Air 2%					

Flies regularly = flies with airline most often + regularly
DomAirlineFreq. How often do you fly with each of the following airlines when travelling within the US? (among all)
DomAirlineFreq rebased to total; actual # of respondents asked vary by airline and country.

68

AA-SKP-00060024

App'x 0563

Awareness of AA as an international carrier is quite high across countries, usually among the highest among the major US airlines.

Rank	US	UK	AU	JP	MX	BR	CO
1	Delta Air Lines 92%	British Airways 98%	Qantas 98%	Japan Airlines (JAL) 98%	Aeromexico 98%	GOL 96%	Avianca 98%
2	American Airlines 90%	Virgin Atlantic 92%	Air New Zealand 88%	ANA 98%	Volaris 93%	LATAM Airlines 95%	LATAM Airlines 92%
3	United Airlines 91%	American Airlines 88%	American Airlines 78%	United Airlines 80%	American Airlines 85%	Azul Airlines 92%	American Airlines 87%
4	Virgin Atlantic 62%	AirFrance 85%	Air Canada 72%	American Airlines 79%	Delta Air Lines 71%	American Airlines 87%	Copa Airlines 77%
5	Lufthansa 57%	Delta Air Lines 78%	United Airlines 71%	Delta Air Lines 78%	United Airlines 68%	Air France 83%	Iberia Airlines 61%
6	Qantas 50%	Lufthansa 77%	Delta Air Lines 70%	Hawaiian Airlines 69%	Air Canada 56%	United Airlines 66%	Delta Air Lines 58%
7	ANA 23%	United Airlines 75%	Hawaiian Airlines 54%	Thai Airlines 68%	Iberia Airlines 57%	Delta Air Lines 66%	United Airlines 53%
8	KLM 42%	KLM 76%		Air Canada 66%	LATAM Airlines 45%	TAP Air 58%	AirCanada 43%
9					Copa Airlines 41%	Air Canada 58%	JetBlue 32%
10					JetBlue 32%	British Airways 53%	JetSmart 22%
11					Southwest Airlines 28%	Copa Airlines 48%	GOL 7%
12						KLM 40%	
13						Iberia Airlines 40%	

AirlineAwareIntl. Which, if any, of the following airlines are you aware of that fly internationally?
Base: United States n=2950, United Kingdom n=2000, Australia n=2001, Mexico n=2000, Japan n=2000, Brazil n=2000, Colombia n=2000

69

AA-SKP-00060025

App'x 0564

Engagement with AA as an international carrier is among the highest of all airlines in the US and is competitive across countries.

Rank	US	UK	AU	JP	MX	BR	CO
1	American Airlines 27%	British Airways 59%	Qantas 32%	Japan Airlines (JAL) 22%	Aeromexico 35%	LATAM Airlines 34%	Avianca 25%
2	Delta Air Lines 27%	Virgin Atlantic 37%	Air New Zealand 19%	ANA 21%	Volaris 30%	GOL 33%	LATAM Airlines 23%
3	United Airlines 25%	KLM 28%	American Airlines 14%	United Airlines 12%	American Airlines 26%	Azul Airlines 31%	American Airlines 18%
4	Lufthansa 12%	American Airlines 26%	United Airlines 13%	Delta Air Lines 12%	United Airlines 22%	American Airlines 27%	Copa Airlines 17%
5	Virgin Atlantic 9%	Air France 26%	Delta Air Lines 11%	American Airlines 11%	Delta Air Lines 21%	Air France 21%	Iberia Airlines 11%
6	KLM 9%	Lufthansa 25%	Air Canada 9%	Thai Airlines 9%	Air Canada 14%	Delta Air Lines 18%	Delta Air Lines 10%
7	Qantas 6%	Delta Air Lines 21%	Hawaiian Airlines 9%	Hawaiian Airlines 9%	Iberia Airlines 14%	United Airlines 17%	United Airlines 9%
8	ANA 4%	United Airlines 20%		Air Canada 7%	LATAM Airlines 12%	TAP Air 17%	Air Canada 6%
9					Copa Airlines 11%	British Airways 12%	JetBlue 6%
10					JetBlue 9%	Copa Airlines 11%	JetSmart 3%
11					Southwest Airlines 7%	Air Canada 11%	GOL 1%
12						KLM 10%	
13						Iberia Airlines 8%	

Engagement = have flown this airline
IntlAirlineIFreq. How often do you fly with each of the following airlines when travelling internationally? (among all)
IntlAirlineFreq rebased to total; actual # of respondents asked vary by airline and country. United States n = 889, United Kingdom n=1265, Australia n=598, Japan n=376, Mexico n=647, Brazil n=713, Colombia n =532

70

AA-SKP-00060026

App'x 0565

Among those who fly regularly with international carriers, AA commands the highest percentage in the US.

Rank	US	UK	AU	JP	MX	BR	CO
1	American Airlines 13%	British Airways 25%	Qantas 17%	Japan Airlines (JAL) 12%	Aeromexico 24%	GOL 21%	Avianca 18%
2	Delta Air Lines 12%	Virgin Atlantic 9%	Air New Zealand 4%	ANA 12%	Volaris 15%	Azul Airlines 18%	LATAM Airlines 10%
3	United Airlines 9%	KLM 4%	Air Canada 2%	United Airlines 2%	American Airlines 10%	LATAM Airlines 18%	American Airlines 5%
4	Virgin Atlantic 2%	Lufthansa 3%	Delta Air Lines 2%	Delta Air Lines 2%	Delta Air Lines 5%	American Airlines 9%	Copa Airlines 4%
5	Lufthansa 2%	American Airlines 3%	American Airlines 2%	American Airlines 2%	United Airlines 5%	United Airlines 4%	Iberia Airlines 2%
6	KLM 2%	Delta Air Lines 3%	United Airlines 1%	Thai Airlines 1%	Iberia Airlines 3%	Delta Air Lines 4%	Delta Air Lines 2%
7	ANA 1%	Air France 3%	Hawaiian Airlines 1%	Hawaiian Airlines 1%	Air Canada 3%	TAP Air 4%	United Airlines 1%
8	Qantas 1%	United Airlines 2%		Air Canada 1%	Southwest Airlines 2%	Air France 4%	Air Canada 1%
9					LATAM Airlines 2%	Copa Airlines 3%	JetBlue 1%
10					Copa Airlines 2%	British Airways 3%	JetSmart 0%
11					JetBlue 2%	KLM 2%	GOL 0%
12						Iberia Airlines 2%	
13						Air Canada 2%	

Flies reguarly = flies with airline most often + regularly
IntlAirlineIFreq. How often do you fly with each of the following airlines when travelling internationally? (among all)
IntlAirlineFreq rebased to total; actual # of respondents asked vary by airline and country. United States n = 889, United Kingdom n=1265, Australia n=598, Japan n=376, Mexico n=647, Brazil n=713, Colombia n =532

71

AA-SKP-00060027

App'x 0566

Airline loyalty membership in the US is fairly evenly split among SkyMiles, AAdvantage, Rapid Rewards, and MileagePlus.

Rank	US	UK	AU	JP	MX	BR	CO
1	Delta Air Lines SkyMiles 28%	British Airways Executive Club 25%	Qantas Frequent Flyer 41%	ANA Mileage Club 27%	Aeromexico Club Premier 33%	GOL Smiles 39%	Avianca Lifemiles 28%
2	American Airlines AAdvantage 26%	Virgin Atlantic Flying Club 10%	Virgin Australia Velocity Frequent Flyer 29%	Japan Airlines (JAL) Mileage Bank 24%	Volaris V Club 16%	LATAM Pass 29%	LATAM Pass 15%
3	Southwest Airlines Rapid Rewards 24%	Air France/KLM Flying Blue 5%	Air New Zealand Airpoints 4%	United Airlines MileagePlus 5%	American Airlines AAdvantage 8%	Azul Airlines Flying Azul 28%	American Airlines AAdvantage 4%
4	United Airlines MileagePlus 20%	Lufthansa Miles & More 3%	American Airlines AAdvantage 2%	Delta Air Lines SkyMiles 2%	United Airlines MileagePlus 4%	American Airlines AAdvantage 10%	Copa Airlines Connect Miles 4%
5	JetBlue TrueBlue 10%	American Airlines AAdvantage 3%	United Airlines MileagePlus 2%	American Airlines AAdvantage 2%	Delta Air Lines SkyMiles 4%	United Airlines MileagePlus 4%	Delta Air Lines SkyMiles 1%
6	Alaska Airlines Mileage Plan 6%	United Airlines MileagePlus 3%	Delta Air Lines SkyMiles 2%	Thai Airways Royal Orchid Plus 1%	Copa Airlines Connect Miles 2%	Delta Air Lines SkyMiles 4%	United Airlines MileagePlus 1%
7		Delta Air Lines SkyMiles 2%	Air Canada Aeroplan 1%		JetBlue TrueBlue 2%	Copa Airlines Connect Miles 3%	JetBlue TrueBlue 1%
8					Southwest Airlines Rapid Rewards 1%		

LoyaltyMember. Which, if any, of the following airline loyalty rewards programs are you an active member of?
LoyaltyMember rebased to total; actual # of respondents asked: United States n=1737, United Kingdom n=692, Australia n=1052, Japan n=733, Mexico n=902, Brazil n=1142, Colombia n=789

72

AA-SKP-00060028

App'x 0567

Recognition of logos (only) for Mastercard and Visa credit cards are universal. American Airlines logo recognition is lower, but on par with the Delta logo.

Logo	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
	57% bcdefg	20% d	18% d	8%	30% bcd	25% d	29% bcd
	60% bcdefg	14%	12%	11%	20% cd	29% bcdeg	18% d
	47% bcdefg	14%	13%	12%	26% bcd	20% d	26% bcd
							45%
							40%
	82% bcdefg	67% defg	59% defg	21%	48% dfg	28%	24%
	41% cdefg	38% defg	32% deg	16%	21% g	24% g	12%
	97% d	96% d	94% d	80%	97% d	99% cd	96% d
VISA	98%	100%	98%	98%	99%	100%	98%
	55% bf	28%			68% abf	34%	
				93%			

In survey, respondents were shown <u>only one</u> of the images
LogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

73
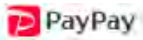
AA-SKP-00060029

App'x 0568

Recall of bank logos tends to fall in the upper tier, with Lloyds, Santander, Commonwealth and Barclays achieving near universal recognition.

Logo	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
(Chase)	78%						
(Barclays)		89%					
(Lloyds)		94%					
(NAB)			67%				
(Commonwealth)			96%				
(Santander)					93%	93%	
(Bradesco)					81%		
(logo)							63%
FR					7%		
All					12%		
(livelo)						82%	
(amazon)				87%			

In survey, respondents were shown only one of the images
LogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

74

AA-SKP-00060030

App'x 0569

The addition of a partial name raises recognition across most categories and especially so for American Airlines.

Logo	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
American	93% bcdefg	56% d	49% d	33%	70% bcdf	54% d	84% bcdef
DELTA	98% bcdefg	70% fg	62%	61%	64% g	58%	53%
United	83% bcdefg	38%	40%	41%	51% bcdfg	38%	35%
Avianca							100%
LATAM Airlines							90%
Marriott	92% bcdefg	85% defg	78% dfg	49% f	76% dfg	33%	57% f
Hilton	93% cdefg	91% defg	85% fg	78% f	81% f	64%	76% f
mastercard	99% d	98% d	98%	94%	99% d	100% cdg	97%
VISA	100% bdg	97%	98%	98%	99%	100%	98%
(Amex)	94% bf	87% f			95% bf	78%	
PayPay				98%			

In survey, respondents were shown only one of the images
LogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

75

AA-SKP-00060031

App'x 0570

Brand recognition for banks, rewards programs and Amazon all increase with some naming attached to the logo.

Logo	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
CHASE	98%						
BARCLAYS		97%					
LLOYDS BANK		96%					
ANZ			94%				
Commonwealth Bank			98%				
Santander					100%	99%	
BANORTE					99%		
Scotiabank COLPATRIA							88%
FR FIESTA REWARDS					54%		
All ACCOR LIVE LIMITLESS					19%		
tiveso						76%	
amazon.co.jp				99%			

In survey, respondents were shown <u>only one</u> of the images
LogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

76

AA-SKP-00060032

App'x 0571
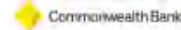
The addition of the full brand name and logo improves American Airlines recognition outside of the United States.

Logos +Full Name	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
American Airlines	95% bcdef	69% d	66% d	54%	88% bcdf	79% bcd	92% bcdf
Delta Air Lines	97% bcdefg	70%	66%	69%	73% f	62%	64%
United Airlines	92% bcdefg	51%	54%	65% bcg	67% bcg	57%	53%
Avianca							100%
LATAM Airlines							94%
Marriott	96% bcdefg	81% dfg	77% dfg	55% fg	78% dfg	34%	45%f
Hilton Hotels & Resorts	94% dfg	90% dfg	90% df	80% f	90% df	70%	84% f
Mastercard	99% d	98% d	99% d	90%	99% d	100% d	100% d
VISA	98% d	98% d	98% d	94%	99% d	100% abd	99% d
American Express	93% bf	87% f			98% abf	74%	
PayPay				95%			

In survey, respondents were shown only one of the images
LogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

77

AA-SKP-00060033

App'x 0572

Brand recognition of banks, rewards programs and Amazon are little changed with the display of the full brand name and logo.

Logos +Full Name	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
CHASE Chase Bank	98%						
BARCLAYS Barclays		99%					
LLOYDS BANK Lloyd's Bank		98%					
ANZ ANZ			100%				
Commonwealth Bank Commonwealth Bank			99%				
Santander Santander					100%	100%	
BANORTE Banorte					100%		
Scotiabank Colpatria Scotiabank Colpatria							94%
FR Fiesta Rewards					53%		
All Accor Live Limitless					22%		
Livelo						77%	
amazon.co.jp Amazon				98%			

In survey, respondents were shown only one of the images
LogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

78

AA-SKP-00060034

App'x 0573

Logos for Marriott, MasterCard, Visa and Chase prompt high brand statement in the US.

Logos only	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
American Airlines	60%	17%	26%	4%	26%	23%	28%
Marriott	88%	74%	67%	18%	49%	24%	25%
Hilton	54%	56%	46%	22%	28%	19%	19%
MasterCard	93%	90%	85%	75%	85%	92%	86%
VISA	92%	93%	88%	78%	68%	74%	68%
American Express	52%	31%			66%	27%	
PayPay				90%			
Chase	78%						
Barclays		88%					
Lloyds		90%					

In survey, respondents were shown <u>only one</u> of the images per brand
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

79

AA-SKP-00060035

App'x 0574

Rewards logos for Fiesta and Accor have low brand statement, though Livelo has high brand statement.

Logos only	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
✈	60%	17%	26%	4%	26%	23%	28%
🔷			70%				
🔶			92%				
🔴					85%	91%	
🔺					68%		
💲							58%
FR					5%		
All					4%		
livelo						62%	
(Amazon)				91%			
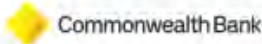
In survey, respondents were shown <u>only one</u> of the images per brand
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

80

AA-SKP-00060036

App'x 0575

As the partial name is added to the logo, brand statement of AA becomes more competitive with the major financial and hospitality brands.

Logos + Partial Name	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
American	69%	60%	52%	38%	26%	26%	25%
Marriott	76%	71%	60%	55%	35%	29%	18%
Hilton	77%	74%	65%	67%	36%	32%	24%
mastercard	76%	73%	64%	64%	36%	37%	23%
VISA	77%	77%	68%	62%	34%	37%	22%
American Express	76%	71%			40%	34%	
PayPay				64%			
CHASE	74%						
BARCLAYS		75%					
LLOYDS BANK		75%					

In survey, respondents were shown only one of the images per brand
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

81

AA-SKP-00060037
App'x 0576

As the partial name is added to the logo, brand statement of AA becomes more competitive with major brands in Brazil.

Logo + Partial Name	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
American	69%	60%	52%	38%	26%	26%	25%
ANZ			63%				
Commonwealth Bank			64%				
Santander					42%	41%	
BANORTE					39%		
Scotiabank COLPATRIA							23%
FR FIESTAREWARDS					31%		
All ACCOR LIVE LIMITLESS					21%		
livelo						27%	
amazon.co.jp				81%			
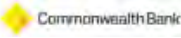
In survey, respondents were shown <u>only one</u> of the images per brand
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

82

AA-SKP-00060038
App'x 0577

With the full logo and label added, brand statement of AA becomes even more apparent, on par with major brands and even passing them in markets in Colombia.

Logos + Full Name	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
American Airlines	75%	72%	67%	61%	35%	30%	30%
Marriott	75%	69%	63%	55%	35%	30%	24%
Hilton Hotels & Resorts	78%	74%	67%	61%	41%	34%	27%
Mastercard	78%	71%	62%	56%	35%	37%	26%
Visa	77%	71%	65%	56%	38%	37%	27%
American Express	77%	68%			36%	32%	
PayPay				51%			
Chase Bank	77%						
Barclays		74%					
Lloyds Bank		74%					

In survey, respondents were shown <u>only one</u> of the images per brand
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

83

AA-SKP-00060039

App'x 0578

With the full logo and label added, in Australia, brand statement of AA appears similar to the major brands of ANZ and Commonwealth Bank.

Logos + Full Name	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
American Airlines	75%	72%	67%	61%	35%	30%	30%
ANZ			69%				
Commonwealth Bank			65%				
Santander					41%	43%	
Banorte					35%		
Scotiabank Colpatria							32%
Fiesta Rewards							35%
Accor Live Limitless					21%		
Livelo						30%	
Amazon				69%			

In survey, respondents were shown only one of the images per brand
OELogoAtt. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question)
Bases vary by country and brand
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

84

AA-SKP-00060040

App'x 0579

AAdvantage with no other visual cue sees the second highest recognition after Delta in the US but is competitive across countries.

Loyalty Programs	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	58% bcdefg	23% cd	13%	12%	37% bcdg	39% bcdg	23% cd
SKYMILES	[Delta]	68% bcdefg	24% c	16%	17%	28% cd	28% cd	25% cd
MileagePlus	[United]	32% bcdg	20% c	10%	19% c	25% c	24% c	19% c
Rapid Rewards	[Southwest Airlines]	40%						
Mileage Plan	[Alaska Airlines]	17%						
TRUE BLUE	[JetBlue]	6%						12%
Executive Club	[BA]		35%					
FLYINGBLUE	[AF/KLM]		21%					
Miles & More	[Lufthansa]		21%					
flyingclub	[Virgin Atlantic]		28%					
FREQUENT FLYER	[Qantas]			86%				
AEROPLAN	[Air Canada]			11%	8%			

In survey, respondents were shown only one of the images
LoyaltyLogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

85

AA-SKP-00060041
App'x 0580

AAdvantage with no other visual cue trails most international airline programs in recognition, though is competitive in Mexico, Colombia, and Brazil.

Loyalty Programs	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	58% bcdefg	23% cd	13%	12%	37% bcdg	39% bcdg	23% cd
airpoints	[Air New Zealand]			18%				
velocity	[Virgin Australia]			85%				
CLUB PREMIER	[Aeromexico]					60%		
ConnectMiles	[Copa]					24%	35% eg	24%
v.club	[Volaris]					32%		
MILEAGE BANK	[JAL]				16%			
MILEAGE CLUB	[ANA]				62%			
ROYAL ORCHID PLUS	[Thai]				13%			
Smiles	[GOL]						78%	
PASS	[LATAM]					14%	30% eg	17%
Tudo	[Azul]						17%	
doters	[Viva Aerobus]					23%		
LifeMiles	[Avianca]					23%		63% e

In survey, respondents were shown <u>only one</u> of the images
LoyaltyLogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

86

AA-SKP-00060042

App'x 0581

Recognition of AAdvantage with a partial visual cue is competitive with SkyMiles in the US and surpasses it in Mexico, Brazil, and Colombia.

Loyalty Programs + Partial Name	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	68% bcdefg	21% d	17%	10%	39% bcd	43% bcd	36% bcd
SKYMILES	[Delta]	71% bcdefg	20%	16%	22%	30% bc	33% bcdg	23%
MileagePlus	[United]	50% bcdefg	11%	11%	15%	31% bcdg	28% bcd	20% bc
Rapid Rewards	[Southwest Airlines]	52%						
Mileage Plan	[Alaska Airlines]	12%						
TRUE BLUE	[JetBlue]	33% g						13%
Executive Club	[BA]		62%					
FLYINGBLUE	[AF/KLM]		23%					
Miles & More	[Lufthansa]		18%					
flyingclub	[Virgin Atlantic]		42%					
FREQUENT FLYER	[Qantas]			96%				
AEROPLAN	[Air Canada]			6%	6%			

In survey, respondents were shown only one of the images
LoyaltyLogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

87

AA-SKP-00060043

App'x 0582

AAdvantage with a partial visual cue is the third-most recognized airline loyalty program in Brazil and in Colombia.

Loyalty Programs + Partial Name	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	68% bcdefg	21% d	17%	10%	39% bcd	43% bcd	36% bcd
airpoints	[Air New Zealand]			6%				
velocity	[Virgin Australia]			84%				
CLUB PREMIER	[Aeromexico]					75%		
ConnectMiles	[Copa]					22%	26%	24%
	[Volaris]					35%		
MILEAGE BANK	[JAL]				48%			
ANA MILEAGE CLUB	[ANA]				71%			
ROYAL ORCHID PLUS	[Thai]				18%			
Smiles	[GOL]						76%	
PASS	[LATAM]					15%	62% eg	37% e
Tudo	[Azul]						42%	
doters	[Viva Aerobus]					26%		
LifeMiles	[Avianca]					23%		53% e

In survey, respondents were shown <u>only one</u> of the images
LoyaltyLogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

88

AA-SKP-00060044

App'x 0583

Recognition of AAdvantage with a full label and logo trails Rapid Rewards in the US and is competitive internationally.

Loyalty Programs + Full Name	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	78% bcdefg	28%	21%	22%	59% bcdg	63% bcdg	41% bcd
SkyMiles	[Delta]	87% bcdefg	34%	26%	47% bcg	50% bcg	42% cg	27%
MileagePlus	[United]	60% bcdefg	17%	15%	37% bcg	29% bcg	30% bcg	17%
Rapid Rewards	[Southwest Airlines]	80%						
Mileage Plan	[Alaska Airlines]	52%						
TrueBlue	[JetBlue]	58% g						23%
Executive Club	[BA]		70%					
Flying Blue	[AF/KLM]		30%					
Miles & More	[Lufthansa]		28%					
Flying Club	[Virgin Atlantic]		55%					
Frequent Flyer	[Qantas]			97%				
Aeroplan	[Air Canada]			18%	18%			

In survey, respondents were shown only one of the images
LoyaltyLogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

89

AA-SKP-00060045

App'x 0584

Recognition of AAdvantage with a full label and logo is high in Mexico, Brazil, and Colombia relative to its competitors there.

Loyalty Programs + Full Name	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	78% bcdefg	28%	21%	22%	59% bcdg	63% bcdg	41% bcd
Airpoints	[Air New Zealand]			7%				
Velocity Frequent Flyer	[Virgin Australia]			80%				
Club Premier	[Aeromexico]					79%		
ConnectMiles	[Copa]					28%	38% e	49% ef
V Club	[Volaris]					70%		
Mileage Bank	[JAL]				71%			
Mileage Club	[ANA]				78%			
Royal Orchid Plus	[Thai]				26%			
Smiles	[GOL]						89%	
LATAM Pass	[LATAM]					25%	89% eg	79% e
Flying Azul	[Azul]						83%	
Puntos Doters	[Viva Aerobus]					22%		
Lifemiles	[Avianca]					36%		86% e

In survey, respondents were shown only one of the images
LoyaltyLogoRecog. Do you recognize this design? (No, Maybe/I'm not sure, Yes) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

90

AA-SKP-00060046

App'x 0585

With no other visual cue, brand statement of AAdvantage slightly trails SkyMiles in the US but is competitive across countries.

Loyalty Programs	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	54% bcdefg	19% c	12%	13%	28% bcdg	22% cd	19% c
SKYMILES	[Delta]	59% bcdefg	15% c	6%	13%	20% c	17% c	13% c
MileagePlus	[United]	30% bcdefg	17% cg	6%	15% cg	19% cg	14% cg	5%
Rapid Rewards	[Southwest Airlines]	41%						
Mileage Plan	[Alaska Airlines]	8%						
TRUE BLUE	[JetBlue]	41% g						4%
Executive Club	[BA]		44%					
FLYINGBLUE	[AF/KLM]		11%					
Miles & More	[Lufthansa]		12%					
flyingclub	[Virgin Atlantic]		35%					
FREQUENT FLYER	[Qantas]			72%				
AEROPLAN	[Air Canada]			3%	3%			

In survey, respondents were shown only one of the images
OELoyaltyAttrib. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

91

AA-SKP-00060047

App'x 0586

With no other visual cue, brand statement of AAdvantage in particularly competitive in Colombia.

Loyalty Programs	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	54% bcdefg	19% c	12%	13%	28% bcdg	22% cd	19% c
airpoints	[Air New Zealand]			14%				
velocity	[Virgin Australia]			61%				
CLUB PREMIER	[Aeromexico]					42%		
ConnectMiles	[Copa]					17%	12%	13%
v.club	[Volaris]					29%		
MILEAGE BANK	[JAL]				17%			
MILEAGE CLUB	[ANA]				66%			
ROYAL ORCHID PLUS	[Thai]				10%			
Smiles	[GOL]						36%	
PASS	[LATAM]					0%	26% eg	8% e
Tudo	[Azul]						13%	
doters	[Viva Aerobus]					20%		
LifeMiles	[Avianca]					13%		23% e

In survey, respondents were shown <u>only one</u> of the images
OELoyaltyAttrib. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

92

AA-SKP-00060048

App'x 0587

As the flight symbol is added to AAdvantage, brand statement surpasses SkyMiles and MileagePlus across all countries.

Loyalty Programs + Partial Name	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	69% bcdefg	29% d	26% d	17%	36% cdc	30% d	22%
SKYMILES	[Delta]	66% bcdefg	11%	13%	15%	22% bc	24% bcdg	15%
MileagePlus	[United]	47% bcdefg	8%	12%	11%	15% bg	17% bg	8%
Rapid Rewards	[Southwest Airlines]	56%						
Mileage Plan	[Alaska Airlines]	9%						
TRUE BLUE	[JetBlue]	45% g						6%
Executive Club	[BA]		75%					
FLYINGBLUE	[AF/KLM]		18%					
Miles & More	[Lufthansa]		21%					
flyingclub	[Virgin Atlantic]		60%					
FREQUENT FLYER	[Qantas]			85%				
AEROPLAN	[Air Canada]			9%	7%			
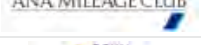
In survey, respondents were shown <u>only one</u> of the images
OELoyaltyAttrib. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

93

AA-SKP-00060049

App'x 0588

As the flight symbol is added to AAdvantage, brand statement becomes increasingly competitive in Mexico and Brazil.

Loyalty Programs + Partial Name	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	69% bcdefg	29% d	26% d	17%	36% cdc	30% d	22%
airpoints	[Air New Zealand]			9%				
velocity	[Virgin Australia]			61%				
CLUB PREMIER	[Aeromexico]					64%		
ConnectMiles	[Copa]					12%	16%	19%
	[Volaris]					41%		
MILEAGE BANK	[JAL]				59%			
ANA MILEAGE CLUB	[ANA]				74%			
ROYAL ORCHID PLUS	[Thai]				21%			
Smiles	[GOL]						21%	
PASS	[LATAM]					5%	48% eg	25% e
Tudo	[Azul]						27%	
doters	[Viva Aerobus]					18%		
LifeMiles	[Avianca]					15%		33% e

In survey, respondents were shown only one of the images
OELoyaltyAttrib. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

94

AA-SKP-00060050

App'x 0589

As the full label and logo are added to AAdvantage, brand statement is competitive yet trails SkyMiles in the US, Australia, and Japan.

Loyalty Programs + Full Name	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	80% bcdefg	81% cdefg	62% dfg	43%	55% dg	51% g	39%
SkyMiles	[Delta]	85% cdefg	79% defg	73% defg	55% g	50% g	46%	36%
MileagePlus	[United]	78% bcdefg	68% defg	60% defg	47% g	38% g	42% g	22%
Rapid Rewards	[Southwest Airlines]	78%						
Mileage Plan	[Alaska Airlines]	79%						
TrueBlue	[JetBlue]	75% g						22%
Executive Club	[BA]		88%					
Flying Blue	[AF/KLM]		17%					
Miles & More	[Lufthansa]		76%					
Flying Club	[Virgin Atlantic]		85%					
Frequent Flyer	[Qantas]			86%				
Aeroplan	[Air Canada]			61% d	26%			

In survey, respondents were shown <u>only one</u> of the images
OELoyaltyAttrib. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

95

AA-SKP-00060051

App'x 0590

As the full label and logo are added to AAdvantage, brand statement becomes acutely higher in Mexico and Brazil.

Loyalty Programs + Full Name	Airlines	US (a)	UK (b)	AU (c)	JP (d)	MX (e)	BR (f)	CO (g)
AAdvantage	[American]	80% bcdefg	81% cdefg	62% dfg	43%	55% dg	51% g	39%
Airpoints	[Air New Zealand]			7%				
Velocity Frequent Flyer	[Virgin Australia]			57%				
Club Premier	[Aeromexico]					60%		
ConnectMiles	[Copa]					36%	38%	36%
V Club	[Volaris]					66%		
Mileage Bank	[JAL]				74%			
Mileage Club	[ANA]				76%			
Royal Orchid Plus	[Thai]				41%			
Smiles	[GOL]						68%	
LATAM Pass	[LATAM]					33%	64% eg	45% e
Flying Azul	[Azul]						57%	
Puntos Doters	[Viva Aerobus]					12%		
Lifemiles	[Avianca]					45%		55% e

In survey, respondents were shown <u>only one</u> of the images
OELoyaltyAttrib. Which brand/company do you think this logo is for? If you're not certain, that's fine; just type in your best guess. (Open-ended question) (among asked)
Bases vary by country and loyalty program
Base: United States n ~ 246, United Kingdom n ~169, Australia n ~ 167, Japan n ~167, Mexico n ~ 167, Brazil n ~ 166, Colombia n ~ 164

96

AA-SKP-00060052

App'x 0591

Appendix: Behavior and Demographics

AA-SKP-00060053

App'x 0592

Appendix: Behaviors

	US (a)	UK (b)	Australia (c)	Japan (d)	Mexico (e)	Brazil (f)	Colombia (g)
Flying Frequency (Any Type – Typical Year)	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Once a year or less	34% f	38% aef	46% abdefg	38% aef	33% f	30%	40% aef
2-3 times a year	39% cdg	45% acdeg	36%	37%	41% cdg	43% acdg	34%
4-5 times a year	15% bcdg	11%	10%	12% c	16% bcdg	15% bcdg	11%
6 times a year or more	9% bceg	4%	5%	8% bceg	6% bcg	9% bceg	4%
Never	2%	1%	3% ab	6% abcef	4% abc	4% ab	11% abcdef
Type: Leisure (# flights past 12 months)	n = 2483	n = 1571	n = 1527	n = 1587	n = 1521	n = 1580	n = 1367
Once	27%	32% a	30% a	33% ac	31% a	31% a	37% abcdef
2-3 times	42% d	45% adg	43% d	37%	47% acdg	46% adg	40%
4-5 times	14% cdefg	13% deg	11%	10%	10%	12% g	9%
6 times more	8% bcefg	6% g	6% g	7% eg	5%	5% g	4%
None	8% bef	4%	10% abef	13% abcefg	6% b	6% b	9% bef
Type: Business (# flights past 12 months)	n = 2483	n = 1571	n = 1527	n = 1587	n = 1521	n = 1580	n = 1367
Once	15%	17% ac	14%	17% c	25% abcd	25% abcd	30% abcdef
2-3 times	14% b	11%	15% b	14% b	25% abcd	23% abcd	27% abcdf
4-5 times	5% bcd	4%	3%	4%	7% abcd	7%abcd	7% abcd
6 times more	4% b	2%	4% b	4% b	3% b	5% abeg	3% b
None	62% efg	66% adefg	63% efg	62% efg	39% g	40% g	33%

On average, how often do you travel by plane in a typical year?
How many flights have you taken in the past 12 months for business or leisure?

98

AA-SKP-00060054

App'x 0593

Appendix: Behaviors

Quotas were set and weighting was done using gender, age and country

	US (a)	UK (b)	Australia (c)	Japan (d)	Mexico (e)	Brazil (f)	Colombia (g)
Travel Type (Any) (past 12 months)	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Domestic Leisure	73% bcdefg	30%	61% bg	67% bcg	65% bcg	68% bcg	53% b
Domestic Business	25% bc	12%	19% b	23% bc	31% abcdg	34% abcdeg	26% bcd
International Leisure	33% dg	71% acdefg	37% adg	24%	37% adg	38% adg	27%
International Business	11% d	17% acdg	11% d	9%	19% acdg	19% acdg	12% d
Destination: Domestic (past 12 months)	n = 2224	n = 629	n = 1241	n = 1415	n = 1362	n = 1432	n = 1175
Entirely personal/leisure	67% befg	62% efg	69% befg	67% befg	54%	52%	53%
Mainly personal/leisure	14%	16% ad	14%	13%	21% abcd	18% acd	21% abcd
Equal mix leisure/business	10% cd	9%	7%	7%	13% abcdg	17% abcdeg	10% cd
Mainly business	5%	5%	6%	7%	7%	8% abce	10% abcde
Entirely Business	3%	8% acdefg	4%	6% ac	5% ac	5% a	6% ac
Destination: International(past 12 months)	n = 999	n = 1439	n = 756	n = 537	n = 798	n = 820	n = 607
Entirely personal/leisure	68% efg	76% acdefg	70% defg	65% efg	52%	54%	57% e
Mainly personal/leisure	11%	11%	12%	11%	15% abcd	14% ab	14% ab
Equal mix leisure/business	10% b	8%	9%	8%	15% abcd	13% abcd	12% bcd
Mainly business	6% b	3%	6% b	6% b	9% abc	11% abcd	8% b
Entirely Business	5% bc	2%	3% b	9% abc	9% abc	8% abc	8% abc

Still thinking about the flights you have taken over the past 12 months,
what portion was for personal/leisure travel vs business travel?

99

App'x 0594

Appendix: **Behaviors**

Quotas were set and weighting was done using gender, age and country

- ■ Mostly Business/First Class
- ■ Mostly Economy/Premium
- ■ Business/First Class and Economy Equally

CLASS TYPE: LEISURE

a (US)
bcg 12% | efg 74% | bcd 13%

b (UK)
9% | adefg 82% | 9%

c (AU)
7% | adefg 83% | 10%

d (JP)
bcg 14% | aefg 77% | 9%

e (MX)
abcdfg 17% | 63% | abcd 20%

f (BR)
abcg 14% | e 67% | abcd 18%

g (CO)
c 10% | ef 71% | abcd 18%

CLASS TYPE: BUSINESS

a (US)
23% | e 59% | 17%

b (UK)
22% | 56% | acd 22%

c (AU)
20% | befg 64% | 15%

d (JP)
22% | befg 64% | 14%

e (MX)
abcdfg 28% | 51% | acd 21%

f (BR)
23% | e 56% | cd 20%

g (CO)
23% | e 58% | cd 20%
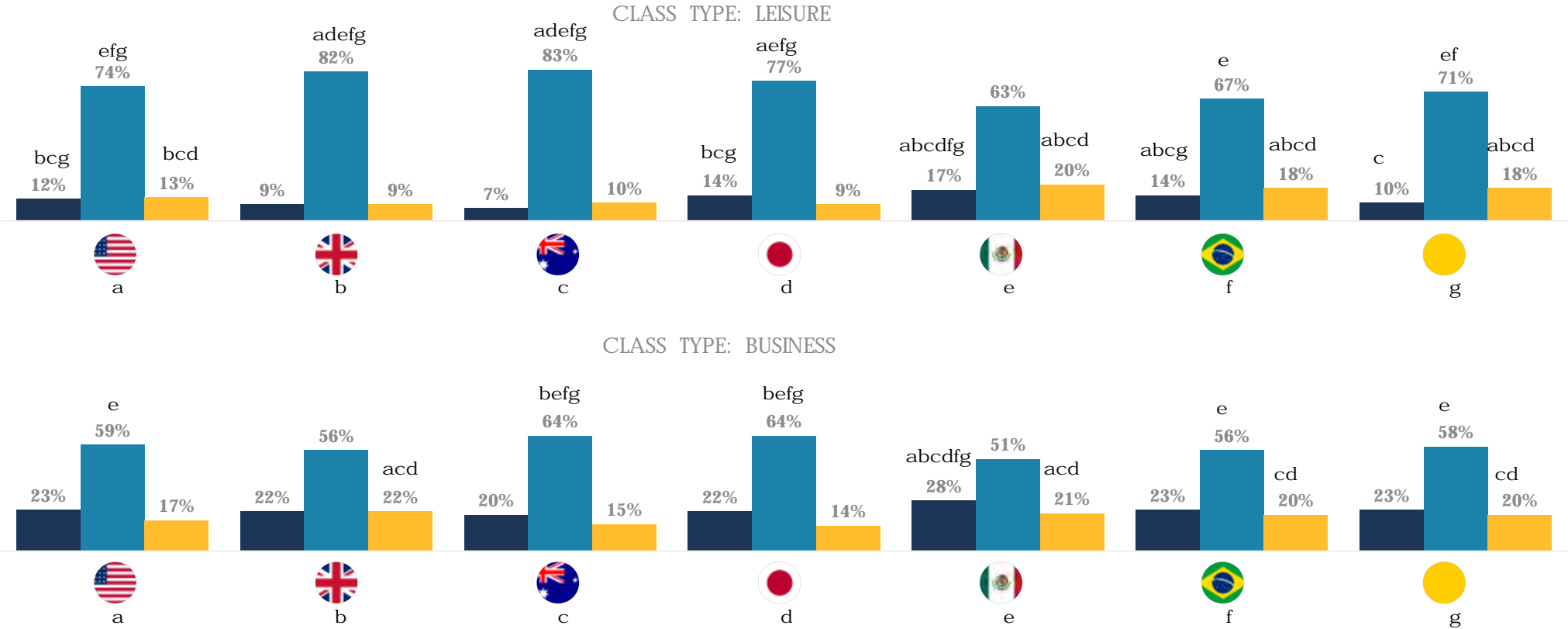
Which of these statements best describes you when flying for each of the following purposes?
Leisure: US = 2297; UK = 1518; AU = 1394; JP = 1403; MX = 1426; BR = 1493; CO = 1255
Business: US = 805; UK = 451; AU = 464; JP = 508; MX = 783; BR = 779; CO = 680

100

AA-SKP-00060056

App'x 0595

Appendix: Behaviors

Quotas were set and weighting was done using gender, age and country

Legend:
- Done in past 2 years
- Will do in next 12 months
- Not in past 2 years and will not do in next 12 months

CATEGORY ENGAGEMENT: DOMESTIC FLIGHT

	a (USA)	b (UK)	c (Australia)	d (Japan)	e (Mexico)	f (Brazil)	g
Done in past 2 years	80% (bcdefg)	33%	67% (bg)	76% (bcefg)	70% (bcg)	73% (bceg)	60% (b)
Will do in next 12 months	61% (bcdg)	32%	57% (b)	55% (b)	58% (bd)	58% (bd)	56% (b)
Not in past 2 years	2%	48% (acdefg)	8% (adefg)	3% (af)	3%	2%	3%

CATEGORY ENGAGEMENT: INTERNATIONAL FLIGHT

	a (USA)	b (UK)	c (Australia)	d (Japan)	e (Mexico)	f (Brazil)	g
Done in past 2 years	36% (dg)	73% (acdefg)	39% (adg)	28%	41% (adg)	41% (adg)	30%
Will do in next 12 months	39%	61% (acdefg)	49% (ad)	40%	53% (acd)	56% (acd)	55% (acd)
Not in past 2 years	42% (bcefg)	4%	31% (befg)	45% (bcefg)	26% (b)	23% (b)	25% (b)

Which of the following activities, if any, have you personally done in the past 2 years,
and which do you expect to do in the next 12 months?
Base: Total Respondents

101

AA-SKP-00060057

App'x 0596

Appendix: Behaviors

	US (a)	UK (b)	Australia (c)	Japan (d)	Mexico (e)	Brazil (f)	Colombia (g)
Attended College/Pro Game	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Done in past 2 years	45% bcd	40%	39%	40%	47% bcd	52% abcdeg	49% abcd
Will do in next 12 months	37% bcd	31%	29%	33% c	39% bcdg	45% abcdeg	35% bc
Have not done/Will not do	41% efg	48% aefg	48% aefg	47% aefg	31% fg	25%	27%
Visited Amusement Park	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Done in past 2 years	48% c	48% c	41%	49% c	55% abcd	58% abcde	59% abcde
Will do in next 12 months	42% bcd	37%	35%	38% c	48% abcdg	47% abcdg	44% bcd
Have not done/Will not do	32% efg	35% aefg	37% aefg	35% aefg	16% g	16% g	12%
Concert/Festival/Live Music	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Done in past 2 years	56% deg	55% deg	54% dg	42%	52% d	59% abcdeg	51% d
Will do in next 12 months	47% bcdg	43% d	43% d	37%	52% abcdg	50% bcdg	42% d
Have not done/Will not do	25% efg	28% efg	27% efg	41% abcefg	18%	16%	20% f
Saw a movie in Theater	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Done in past 2 years	74% d	73% d	75% d	70%	82% abcdfg	79% abcd	79% abcd
Will do in next 12 months	52% dg	51% dg	51% dg	45% g	51% dg	57% abcdeg	42%
Have not done/Will not do	14% efg	15% efg	13% efg	19% abcefg	3%	3%	4% ef
Dined out in Restaurant	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Done in past 2 years	90% efg	91% efg	89% efg	91% efg	85%	85%	86%
Will do in next 12 months	61% bcdefg	58% deg	57% eg	55% eg	51% g	56% eg	39%
Have not done/Will not do	2% f	3% afg	3% fg	3% aefg	2% f	1%	1%
Visited Art/Historical Museum	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Done in past 2 years	52% fg	64% acdefg	54% fg	51% g	56% adfg	49% g	45%
Will do in next 12 months	43% d	45% cd	41% d	37%	47% acd	45% cd	45% acd
Have not done/Will not do	29% befg	22% eg	27% befg	34% abcefg	16%	23% eg	19% e

Which of the following activities, if any, have you personally done in the past 2 years, and which do you expect to do in the next 12 months?
Base: Total Respondents

102

AA-SKP-00060058
App'x 0597

Appendix: Travel Enthusiasm

	I prefer to try new experiences over sticking to what's familiar and routine	I am extremely loyal to the brands I love	I use social media to both inspire AND to be inspired	Planning an adventure can be just as fun as the adventure itself	Social and/or environmental causes are important to me	I'm willing to spend some extra money to have a great experience
US (a)	61% d / 24% / 14%	74% bcdefg / 19% / 7%	53% d / 21% / 25%	71% d / 17% / 12%	64% d / 20% / 15%	80% bcd / 14% / 6%
UK (b)	60% d / 26% / 14%	66% d / 23% / 11%	51% / 22% / 27%	71% d / 17% / 12%	67% acd / 21% / 12%	78% d / 15% / 8%
AU (c)	59% d / 27% / 14%	67% d / 24% / 9%	56% bd / 23% / 22%	70% / 18% / 12%	64% d / 24% / 11%	76% d / 16% / 7%
JP (d)	43% / 41% / 16%	52% / 35% / 13%	51% / 30% / 19%	68% / 24% / 8%	42% / 42% / 17%	67% / 24% / 10%
MX (e)	71% abcd / 18% / 11%	69% bd / 22% / 9%	69% abcdg / 18% / 13%	82% abcdg / 10% / 8%	82% abcdg / 12% / 6%	81% bcdg / 11% / 8%
BR (f)	70% abcd / 18% / 12%	70% bcd / 19% / 10%	79% abcdeg / 14% / 7%	82% abcd / 10% / 8%	83% abcdg / 11% / 6%	82% bcdg / 11% / 8%
CO (g)	70% abcd / 18% / 12%	71% bcd / 19% / 10%	62% abcd / 23% / 15%	80% abcd / 10% / 10%	79% abcd / 12% / 9%	78% d / 12% / 9%

To what extent do you agree or disagree with each of the following statements?
Base: Total Respondents

■ Agree (Strongly/Somewhat)   ■ Neither Agree/Disagree   ■ Disagree (Strongly/Somewhat)

103

AA-SKP-00060059

App'x 0598

Appendix: Behaviors

Quotas were set and weighting was done using gender, age and country

Travel Enthusiast
Non-Travel Enthusiast

TRAVEL ENTHUSIASTS

	a (USA)	b (UK)	c (Australia)	d (Japan)	e (Mexico)	f (Brazil)	g
Travel Enthusiast	d 11%	10%	10%	9%	17%	abcdeg 20%	abcd 15%
Non-Travel Enthusiast	efg 89%	efg 90%	efg 90%	aefg 91%	f 83%	80%	f 85%

FREQUENT FLYER STATUS

	a (USA)	b (UK)	c (Australia)	d (Japan)	e (Mexico)	f (Brazil)	g
Frequent Flyer	bc 7%	4%	b 6%	b 6%	bcd 8%	abcdg 10%	b 7%
Non-Frequent Flyer	f 93%	abcdeg 96%	aef 94%	ef 94%	92%	90%	f 93%
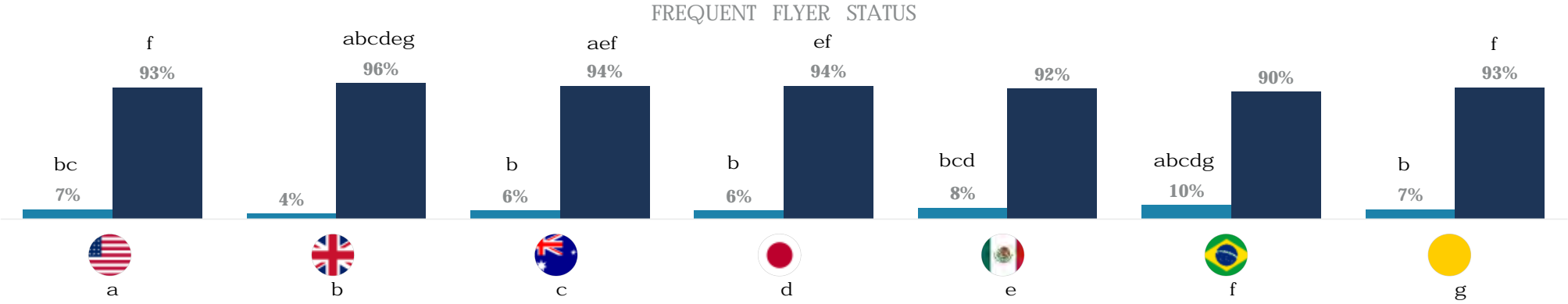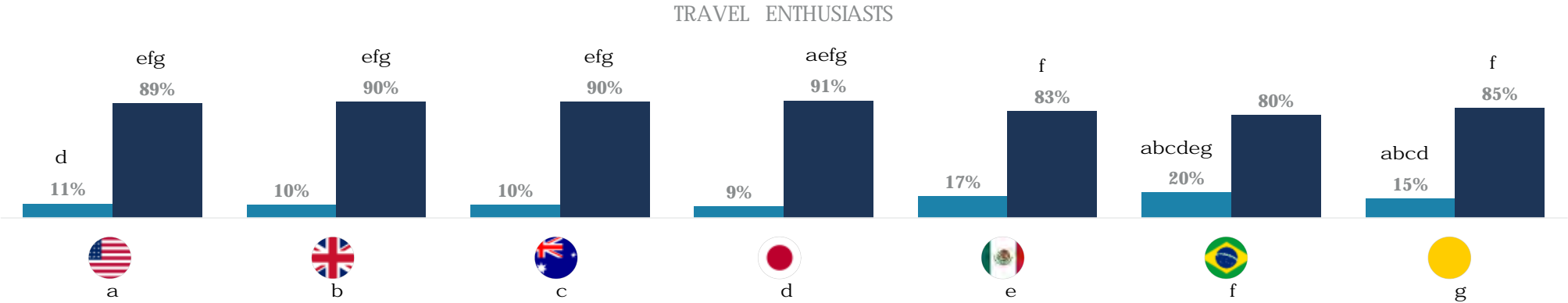
Base: Total Respondents

Frequent Flyer
Non-Frequent Flyer

104

AA-SKP-00060060

App'x 0599

Appendix: Demographics

Quotas were set and weighting was done using gender, age and country

	US	UK	Australia	Japan	Mexico	Brazil	Colombia
Generations	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Gen Z	18%	19%	18%	14%	21%	21%	29%
Millennials	36%	39%	41%	30%	42%	46%	39%
Gen X	31%	31%	29%	41%	28%	28%	25%
Baby Boomers	16%	12%	12%	15%	9%	5%	7%
Average Age	42	41	40	43	39	38	37
Gender	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Male	53%	53%	52%	54%	48%	50%	50%
Female	47%	48%	48%	46%	52%	50%	50%
Employment	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Employed	78%	84%	79%	81%	88%	90%	80%
Self	8%	7%	6%	8%	17%	22%	24%
Full Time	59%	60%	52%	61%	62%	60%	45%
Part Time	11%	16%	21%	12%	10%	8%	11%
Not Employed	19%	14%	18%	15%	7%	5%	16%
Other	4%	3%	3%	4%	4%	5%	4%

Base: Total Respondents

105

AA-SKP-00060061

App'x 0600

Appendix: Demographics

Quotas were set and weighting was done using gender, age and country

ETHNICITY
US ONLY

White/Caucasian	68%
Hispanic	19%
Black/African American	15%
Asian American	6%
American Indian	1%
Other Race	1%

HISPANICS
US ONLY

Mexican	11%
Puerto Rican	4%
Cuban	2%
Other Hispanic Origin	5%

DAY-TO-DAY ACTIVITIES
US ONLY

English all the time	83%
English more than half the time	8%
Spanish/English Equally	8%
Spanish more than half the time	1%
Spanish all the time	0%

Which of the following best describes your race or ethnicity?
Are you of Hispanic, Latino, or Spanish origin?
When conducting day-to-day activities, would you say you speak...?
Base: US Respondents Only (n = 2950)

106

AA-SKP-00060062

App'x 0601

Appendix:
Demographics

Quotas were set and weighting was done using gender, age and country

US - EDUCATION
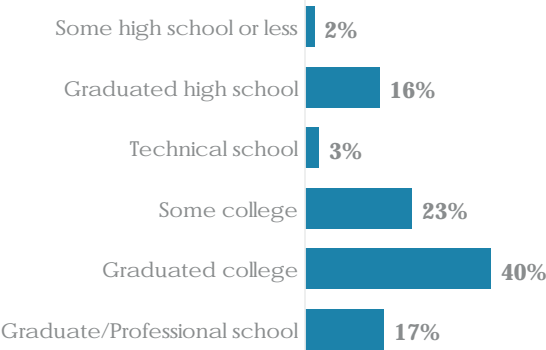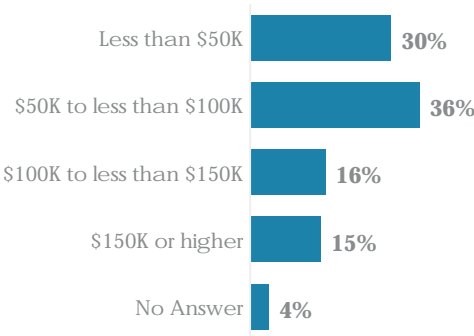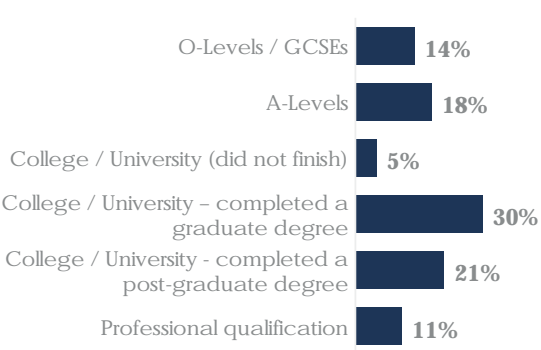
- Some high school or less: 2%
- Graduated high school: 16%
- Technical school: 3%
- Some college: 23%
- Graduated college: 40%
- Graduate/Professional school: 17%

UK - EDUCATION

- O-Levels / GCSEs: 14%
- A-Levels: 18%
- College / University (did not finish): 5%
- College / University – completed a graduate degree: 30%
- College / University - completed a post-graduate degree: 21%
- Professional qualification: 11%

US - INCOME

- Less than $50K: 30%
- $50K to less than $100K: 36%
- $100K to less than $150K: 16%
- $150K or higher: 15%
- No Answer: 4%

UK - INCOME

- Under £20,000: 12%
- £20,000 - £40,000: 32%
- £40,001 - £60,000: 24%
- £60,001 or higher: 27%
- No Answer: 4%

What is the highest level of education you have completed?
Which of the following categories best represents your usual combined annual household income before taxes?
Base: Total Respondents

107

AA-SKP-00060063
App'x 0602

Appendix:
Demographics

Quotas were set and weighting was done using gender, age and country

AUSTRALIA - EDUCATION

- Primary education — **0%**
- Secondary/ high school — **25%**
- Vocational education — **17%**
- Some university/ college — **13%**
- Graduated university/ college — **43%**

JAPAN - EDUCATION

- Medium Science Degree industry — **1%**
- High school graduate industry — **20%**
- Short large and specialized schools graduated industry — **18%**
- University graduate industry — **53%**
- University Institute graduated industry — **7%**

AUSTRALIA - INCOME

- Less than $50K — **20%**
- $50K to less than $100K — **31%**
- $100K to less than $150K — **22%**
- $150K or higher — **21%**
- No Answer — **6%**

JAPAN - INCOME

- Less than 4 million yen — **19%**
- 4 to less than 7 million yen — **25%**
- 7 to less than 10 million yen — **23%**
- 10 million yen or higher — **22%**
- No Answer — **10%**

What is the highest level of education you have completed?
Which of the following categories best represents your usual combined annual household income before taxes?
Base: Total Respondents

108

AA-SKP-00060064

App'x 0603

Appendix: Demographics

Quotas were set and weighting was done using gender, age and country

MEXICO
EDUCATION

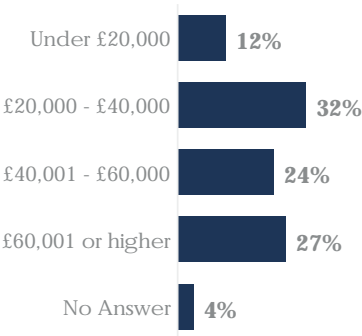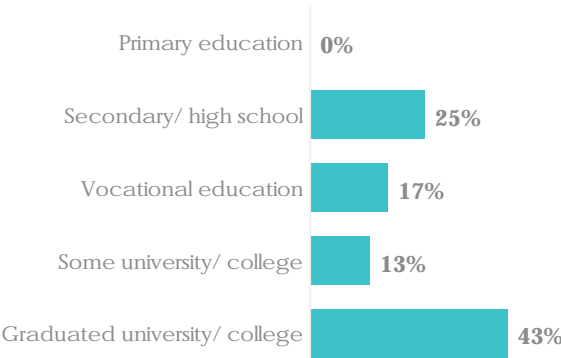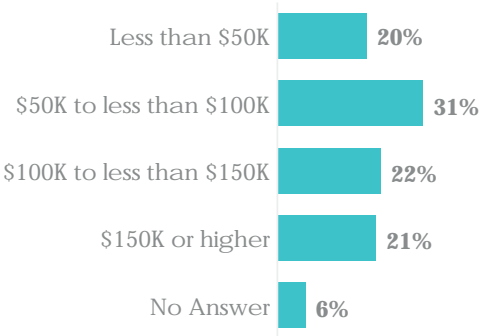|	
Complete Secondary	2%
Business career	2%
Procedure	0%
Preparatory incomplete	2%
Full High	13%
Incomplete Degree	12%
Complete Degree	57%
Master	11%
Ph.D.	1%

BRAZIL
EDUCATION

Elementary school	0%
Primary school II	1%
High school / University	18%
(incomplete)	0%
High school /	51%
University - Graduate	0%
Graduate	27%
Professional Qualification	3%

COLOMBIA
EDUCATION

Lower secondary	1%
Upper secondary	85%
Prefer not to answer	14%

Mexico
INCOME

Less than 15,000 pesos	19%
15,000 to 25,000 pesos	28%
25,000 to 75,000 pesos	41%
More than 75,000 pesos	8%
No Answer	4%

BRAZIL
INCOME

Less than R $ 60,000	28%
R $ 60,000 - R $ 114,999	32%
R $ 115,000 - US $ 174,999	19%
More than R $ 175,000	18%
No Answer	3%

COLOMBIA
INCOME

Less than 24,00,000 COP	15%
24,00,001 COP to less than 1,20,00,000 COP	29%
1,20,00,000 COP to less than 3,00,00,000 COP	25%
3,00,00,001 COP	25%
No Answer	6%

What is the highest level of education you have completed?
Which of the following categories best represents your usual combined annual household income before taxes?
Base: Total Respondents

109

AA-SKP-00060065
App'x 0604

Appendix: Demographics

Quotas were set and weighting was done using gender, age and country

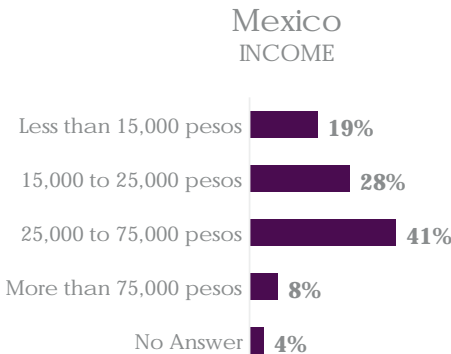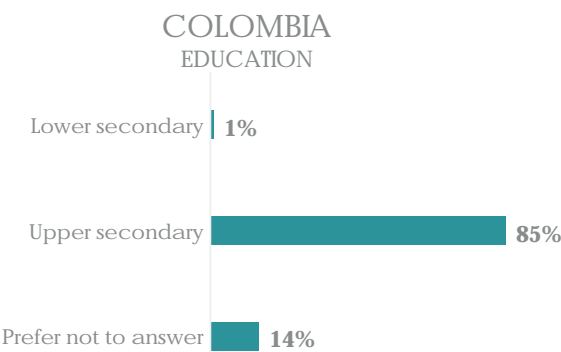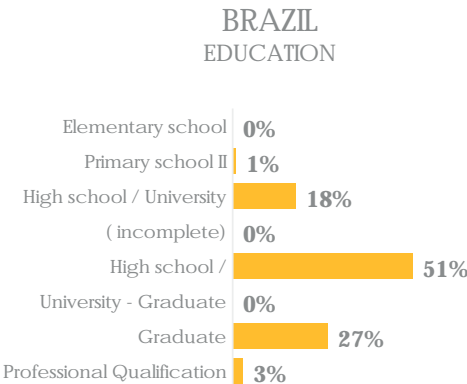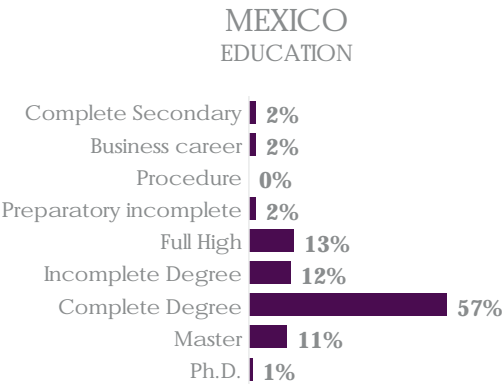|	US	UK	Australia	Japan	Mexico	Brazil	Colombia
Area Type Live In	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Urban	34%	35%	27%	45%	87%	94%	90%
Suburban	52%	47%	62%	48%	11%	5%	5%
Rural	14%	18%	11%	6%	2%	1%	4%
Parent	n = 2950	n = 2000	n = 2001	n = 2000	n = 2000	n = 2000	n = 2000
Yes	32%	36%	39%	28%	57%	57%	51%
No	68%	64%	61%	72%	43%	43%	49%
# of Kids in HH	n = 881	n = 667	n = 703	n = 521	n = 1066	n = 1021	n = 991
0	1%	1%	1%	1%	1%	1%	3%
1	46%	44%	48%	59%	44%	53%	57%
2	37%	44%	39%	31%	41%	37%	33%
3 or more	15%	10%	12%	8%	14%	8%	7%
Kids Info – Gender	n = 871	n = 659	n = 696	n = 516	n = 1051	n = 1015	n = 964
First Kid - Boy	61%	59%	58%	55%	60%	61%	59%
First Kid – Girl	39%	41%	42%	45%	40%	39%	40%
Second Kid – Boy	41%	40%	46%	46%	49%	43%	46%
Second Kid – Girl	59%	60%	54%	53%	51%	57%	54%
Third Kid – Boy	50%	45%	54%	43%	47%	44%	43%
Third Kid – Girl	50%	54%	45%	57%	52%	52%	54%

Base: Total Respondents

110

AA-SKP-00060066

App'x 0605